

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LVII. NEW YORK, OCTOBER 31, 1906.

No. 5.

The Woman's National Daily

NOW an accomplished fact.

After a year of vast preparation, the building especially for it of the largest and finest publishing plant in America and the **largest and fastest printing press in the world** at a cost of hundreds of thousands of dollars, a great national daily newspaper to circulate from coast to coast by fast mail each day has become an accomplished fact. By special facilities this great daily paper, already having more subscribers than any newspaper in America, can be delivered in homes even on rural routes a thousand miles from St. Louis the day of date of issue. Published by a corporation with three and a half million dollars capital, but owned by the people, *fearless, clean, independent and powerful*, it will give the *truth* of each day's world events. The only woman's daily newspaper in America, every member of the family is provided for in its columns. If you want to know more about this greatest of modern journalistic enterprises—about the **great advertising possibilities** of its classified advertising columns—

Address A. P. COAKLEY, Adv. Mgr.

The Woman's National Daily

(Paid subscriptions for FIRST ISSUE exceeded 200,000)

ST. LOUIS, MO.

The Woman's National Daily is published by The Lewis Publishing Company, publishers of THE WOMAN'S MAGAZINE, THE WOMAN'S FARM JOURNAL, and THE ST. LOUIS JOURNAL OF AGRICULTURE.

SUBSTITUTION:—The Way in Which This Subject Is Treated In the Editorial Pages of the DELINEATOR.

(From the Delineator for October.—“Personal Talks with the Delineator Family.”)

\$200,000 Lost For Your Trade Marks and Their Benefit.

LONG before the food investigations were thought of, long before Congress acted and long before our esteemed contemporaries began to improve their advertising columns, this magazine inaugurated its policy of protecting its readers. We decline every year more than two hundred thousand dollars' worth of advertising which you will find in other magazines. We not only turn away all medical advertising and all speculative advertising, but we draw the line so fine that we cut out even business announcements that carry unpleasant meanings or impressions. We go even further and accept new kinds of publicity only after every test has been made and every suspicion removed.

Protection as It Seems to Us.

Now, you must realize the care we take for your benefit. It is our purpose all the time to make our columns attractive only to what is thoroughly good. The consequence is that these columns become more than any others in the world the guides to quality. We give you this service and your intelligence must certainly assure you that it is of very material advantage to you individually and to your home. Now, if we acquaint you with the standards from month to month and keep before you the things that are really dependable, we have a right to ask you to do your part and to spend your money rightly. In other words, demand the articles of standard quality, and make sure you get them.

If you know all the things that we try to see that you shall know, and then let the tradesman palm off upon you a substitute—something “just as good”—you not only discourage our good work, but you swindle the man of enterprise who seeks to give you standard goods, and further than that, you swindle yourselves and have no recourse whatever when you find that all substitution is essentially misrepresentation.

If it should be shown you that any product you were using was adulterated, you would become incensed and would feel like taking drastic action. Now, adulteration is really not worse than substitution, which is essentially false pretence—and yet I fear you permit the storekeeper with whom you have been dealing to tell you time and again that certain articles which he sells you are just as good as those you find advertised in THE DELINEATOR. Take my word for it, they are not. Your tradesman is making a larger profit off you; you are getting an inferior article, and if anything happens to you and your family, because of the poison or germs in the substituted goods, you have no protection whatever.

To credit his own tale he did believe
He was indeed the duke; out o' the substitution,
And executing the outward face of royalty,
With all prerogative.—*Shakespeare.*

There never was a good swindler who did not have a plausible tale, and substitution being another term for robbery usually wears a smug countenance. It repeats its story so often that it gets to believe it as implicitly as the false duke in Shakespeare's play. Naturally it goes further and gradually becomes an experienced liar. It tells you—either in imitation labels or misleading circulars or easy tradesmen—that it contains the same ingredients—even sometimes boasting that it is an improvement upon what it seeks to represent—and that it costs you less because the genuine brand is under the expense of maintaining its trademark. And then it has the audacity to assert that a trademark means unnecessary cost to the purchaser. Let us see about this. The man or firm that establishes a standard article and advertises it widely must maintain its quality. Let that sink deep into your consciousness. Advertising any article in THE DELINEATOR means an invitation to test its merits—or find its demerits. Second-raters do not come into our lime-light, but they all watch the big fellow and try to sneak under his coat-tails. The trademark is even more for your benefit than it is for the man who owns it. That is why the trademark ought to be your concern—why you should seek to protect it by buying only the goods behind which you know you will find both quality and responsibility. In nine out of ten substitutions there is loss—and very serious loss—of quality. And in ten cases out of ten there is an absolute absence of responsibility. Your tradesman gets more profit—and you take all the chances.

You may—if you are foolish—buy one of the substitutes and try it. After a little you will find your mistake, but your money and your labor will be spent and you will have absolutely no recourse. You will be cheated personally, and you will not feel any too well—if you believe in honesty and the square deal—for turning away from a firm which would have done the right thing by you and would have made full return if by any accident the particular goods bearing its label had any defect.

Thus it goes in all the articles which you find spread before you in THE DELINEATOR columns—the great quality counters of the world. We are doing our best to help you to the best. Now won't you be good and do the rest!

W. H. Black,

Advertising Manager

THE BUTTERICK TRIO

The Delineator,

The Designer,

New Idea Woman's Magazine.

The Butterick Trio goes to more than 1,600,000 homes,—about Ten Millions of readers. Magazines that pass from hand to hand and from home to home, among women who buy at retail stores, for families.

Butterick Building, New York.

First National Bank Bldg., Chicago.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 20, 1893.

VOL. LVII.

NEW YORK, OCTOBER 31, 1906.

No. 5.

TWO VIEWS OF POST-OFFICE REFORM.

TESTIMONY OF TWO ASSISTANT POSTMASTERS BEFORE THE POSTAL COMMISSION, AND WHAT DR. EMANUEL PFEIFER, WHO IS NEITHER A POSTAL EMPLOYEE NOR A PUBLISHER, THINKS ABOUT THE MATTER.

The case of the Postoffice Department rests on the statements made by General Madden (an abstract of which was published in *PRINTERS' INK* for October 10th) and on the testimony of Mr. Edward H. Morgan, Assistant Postmaster at New York City, and Mr. John M. Hubbard, Assistant Postmaster at Chicago. Hon. W. S. Shallenberger, Second Assistant Postmaster General, whose department is charged with all that relates to the transportation of the mails, was to have submitted some new postal statistics, but failed to do so owing to the fact that the computations are not yet completed. His report will be submitted to the Commission later in Washington.

STATEMENT OF THE ASSISTANT POSTMASTER AT CHICAGO.

Mr. John M. Hubbard, Assistant Postmaster at Chicago, appeared before the Commission on the morning of October 24. He was of the opinion that while the reforms introduced by the Department had been beneficial to the postal service to some extent the deficit would not disappear unless Congress increased the rate on second-class matter from one cent a pound (the present rate) to two cents a pound on matter mailed in bulk and to three cents a pound when mailed in separate wrappers. Even at these rates,

he said, the Department would lose money on handling second-class matter, since at five cents a pound (the Department's minimum estimate of the cost of handling second-class matter) the 618,664,754 pounds of newspapers and periodicals mailed during the past fiscal year cost the postoffice for handling and transportation \$30,933,237, while the rates suggested by Mr. Hubbard would increase the revenue derived from this class of matter only to \$15,466,618, leaving the Government out of pocket an equal amount. The actual increase in revenue, over the six million odd dollars received last year from second-class matter at a cent a pound, however, would be \$9,279,971, which would go a good way towards extinguishing the deficit amounting last year to more than fourteen million dollars.

The reason for recommending that bulk mail (*i. e.* newspapers and periodicals in sacks or packages addressed to news agents) be allowed a lower rate than publications sent to subscribers in separate wrappers was, Mr. Hubbard explained, that it cost less to handle matter in this form.

THE "BIG STICK" FOR PUBLISHERS.

Referring to sample copies, Mr. Hubbard thought that the privilege of mailing such copies at the pound rate of postage ought to be abolished, but he would allow publishers to mail as many sample copies as they liked at the rate of one cent for each two ounces. He recommended that the same rate (one cent for each two ounces) be fixed on transient matter of the second class, that is to say, on copies of newspapers and periodicals mailed by the public; the

present rate on transient matter being one cent for four ounces. In order to distinguish between sample copies and copies sent to regular subscribers he would define a subscriber "as a person who has actually ordered and paid for a magazine or newspaper himself, and not through the agency of anyone else."

Mr. Hubbard was of the opinion that publishers should be obliged "to file a statement with every mailing showing the number of copies mailed and specifically stating to whom the copies were going, whether to subscribers, advertisers or exchanges." He would also make it obligatory on publishers and newsagents to route their own mail according to schemes furnished by the Department, and to deliver it to such places in the city of origin as the postmaster might direct. This, he said, would reduce the cost of handling second-class mail at the office of origin from 41 to 4 cents per hundred pounds. As a final suggestion, and in order that publishers might not be tempted to mail sample copies "under the guise of copies to subscribers," Mr. Hubbard recommended that the present statute be amended so as to "empower the courts to imprison as well as fine persons guilty of violating the laws relating to second-class matter." A few convictions under such a law, he said, would powerfully aid the Department in its efforts to safeguard the postal revenues.

Cross-examined by members of the Commission, and by some of the publishers present, Mr. Hubbard admitted that his statement that it cost the Department five cents a pound to handle second-class matter was "just an assumption." "I do not know," he said, "whether it costs five, six or seven cents. I put it at a figure that I thought came within a reasonable point." Concerning Government matter sent free, which the Postoffice Department estimates would produce an annual revenue of 19,000,000 if paid for (more than enough to wipe out the deficit), he thought that

this service rendered by the Postoffice to other departments of the Government was more than offset by the fact that the postoffice in many cases occupies portions of buildings belonging to other departments, rent, light, fuel and janitor service free. He was not prepared to say that the postoffice ought to be "a money-making proposition" but, he added, "I cannot really understand why a merchant who sells shoes should be obliged to pay sixteen cents a pound to send a pair weighing a pound through the mails, while a publisher sends his commodity for one cent a pound."

In a colloquy between Mr. Hubbard and the vice-chairman of the Commission (Representative Overstreet) it developed that the latter was apparently contemplating the possibility of charging one rate on the reading matter contained in a periodical and another rate on the advertising matter. Mr. Hubbard thought this scheme would be "especially easy" with regard to magazines but anticipated that "difficulties might arise" in the case of newspapers. In answer to a question by Representative Overstreet, Mr. Hubbard said that there was no practical difference between 50 pages of advertising matter in a magazine and 50 pages of advertising matter in a catalogue, nor any justification for the Government transporting one at a cent a pound and charging eight cents a pound for the other.

STATEMENT OF THE ASSISTANT POSTMASTER AT NEW YORK.

Mr. Edward H. Morgan, appeared before the Commission on the afternoon of October 2d. He said that he had served continuously in the New York City Postoffice for thirty-three years, entering the service as letter-carrier and working his way up through the grades of clerk, chief clerk, superintendent of station, and superintendent of delivery, until he finally became assistant postmaster, the position he now holds. In general his recommendations were in line with those of General Madden and Assistant Postmaster Hubbard.

Very different from the opinions held by these postoffice officials are the conclusions reached by Dr. Emanuel Pfeifer, who is neither an employee of the Postoffice Department nor a publisher, but who for many years has been a close student of Postoffice affairs. An abstract of Dr. Pfeifer's statement to the Postal Commission follows:

DOCTOR PFEIFER'S VIEWS.

On the last day of the session on which testimony was taken—October 5th—Dr. Emanuel Pfeifer, representing the Postal Reform League, appeared before the Commission. Dr. Pfeifer is German by birth, American by preference, and enthusiastic by nature. For twenty years he has been trying to get Congress to give us a better postal system, the Parcels Post being his particular hobby, and he is apparently just as hopeful of accomplishing something in the end as he was when he first began to preach postal reform twenty years ago. Dr. Pfeifer is a well-known figure in the lobbies and committee rooms of Congress, and long familiarity with our lawmakers has tended to convince him that the mere fact of being a Senator or Representative does not necessarily imply that the man so set apart from his fellows is possessed of supernatural wisdom. Senator Lodge seems to have contributed to this impression. He was at one time a member of the Congressional committee to which matters pertaining to Postoffice legislation are referred. Dr. Pfeifer had an interview with him. "The Senator," said Dr. Pfeifer, "admitted finally, after I had plied him with questions, that he didn't know anything about the matter. I said: By God, then, get out! If I was on a committee for four years and did not know anything about it I would get out—and he did get out."

Representative Overstreet, vice-chairman of the present Commission, also came in for a share of the Doctor's wrath:

Mr. Stenerson, as good a man as

ever stepped into this country, wanted to serve the people and he proposed an amendment before the House when the Postoffice Appropriation Bill was under consideration, making a somewhat gradual reduction in the compensation paid to railroads. He just wanted a small reduction. Then it was that our worthy friend, Mr. Overstreet, stepped forward and called attention to the fact that an amendment of that kind changes existing laws and is therefore out of order, and Mr. Stenerson had to take a back seat. Now with all due respect for you congressmen, I say this as a business man, that it is never a violation of the law of common sense to make an effort to serve the people. And there is a difference between the way Congress handles these matters and the method that a business man would pursue.

Senator Carter: I would say that the rule of the House invoked in the case you refer to was, perchance, injurious in that particular instance, but in one thousand other cases that rule would save the public from ill-considered and hasty legislation through an appropriation bill. The reason for the rule, therefore, is assumed to be, and I think on reflection will be conceded to be, founded on sound public policy.

The Doctor did not seem to be much impressed with the explanation given for the necessity of the rule referred to. He seemed to think that if rules interfered with the attainment of the greatest good for the greatest number the best rule of all would be (to paraphrase Farragut's immortal exclamation)—Damn the rules—go ahead!

THE QUESTION OF RAILWAY COMPENSATION.

Dr. Pfeifer first took up the question of compensation paid railroads for the transportation of the mail, which he said was the true reason for the deficit. He did not believe much good would be accomplished by limiting the investigations of the Commission to one phase of the postal service. You can't establish a just rate for mail matter of the second class until you first fix a just rate for railway mail compensation. "If I was called into a house to investigate the sanitary conditions there," he said, "I would not confine myself to one part of the house, but I would go through the whole building, beginning with the cellar."

Dr. Pfeifer's argument in favor of a reduction of railway mail

compensation is too long to be repeated here. He reviewed the report of the Walcott-Loud Commission of 1898, and thought it strange that after that Commission had secured the services of the ablest statistician obtainable (Professor Henry C. Adams, of the University of Michigan) to analyze for them the various factors entering into the question of railway mail service, and after that expert had reported in favor of a reduction in railway mail pay, the majority of the Commission voted the other way. Dr. Pfeifer quoted with approval the minority report of the Hon. William H. Fleming, who agreed with Prof. Adams that the railroads were being paid too much, and who called attention to the fact, while the cost of railroad construction and equipment has decreased immensely in the past twenty years, while the capacity of cars and the power of locomotives has increased enormously and the freight and passenger rates, in consequence, have decreased, no change has been made in the rate of railway mail compensation, nor has Congress even repealed that provision of the existing law which enables the railroad companies to continue to exact an annual rental amounting now to more than five millions of dollars for the use of the cars in which the mail they are paid to carry is transported.

Dr. Pfeifer asserted that it cost the Government between six and seven million dollars a year to carry its empty sacks and pouches back to the great offices. They are carried in the mail cars and increase the weight of the mail, which is the basis of railroad compensation. Railroads, however, make no charge to a private shipper for returning his "empties."

If I am a packer of berries, the railroad company will charge me their rate on the shipment of the fruit, but they give me the privilege of sending back the empty cases free of charge. If I am shipping wool they make no charge for returning to me the empty sacks, thinking thereby to meet the shipper in a fair way and thus to promote their own interests. Why should not the Government receive the same benefit?

MAIL PAYS MORE THAN FIRST-CLASS PASSENGERS.

Continuing to speak on the subject of railway mail transportation the Doctor made a comparison between the rates charged for transporting the mail and first-class passengers, first comparing the mail rate with the rate charged the occasional traveler, and then with the rate charged the commuter, the mail (which travels back and forth every day), he said, being essentially commutative in character.

The rate for mail in two hundred pound lots is \$1.17 per ton per mile, while that of a single passenger and baggage at the full rate is three cents per mile, which would yield approximately only thirty cents per ton per mile, and the low commutation passenger rate would be only three cents per ton per mile. It should be borne in mind that no railroad company is required to put on extra trains for carrying a small quantity of mail. All that is required is that it shall carry the mail on the trains which it would operate anyway for the benefit of the passenger service. The pay it gets for carrying the mail is so much additional revenue, with but little extra expense.

The Postoffice Department is aware that something ought to be done regarding the compensation paid railroads. Dr. Pfeifer quoted from the annual report of the Postmaster General to prove this.

The Postmaster General in his last report speaks of the railroad service, and he says: "A more precise method of determining compensation as relates to railroads and other agents for the transportation of the mail is recommended." He further says, in the same report: "The present method of determining the rates for this service (mail) is not altogether satisfactory; the plan now followed appears to furnish a somewhat uncertain basis upon which to make annual expenditures exceeding forty millions of dollars. The suggestion has been made, and it seems worthy of serious consideration, that a substantial saving in the cost of railway mail transportation would be accomplished by forwarding bulky periodicals and mailable merchandise by fast freight instead of by what is known as fast mail."

Commenting on the above extract from the report of Postmaster General Cortelyou, Dr. Pfeifer said: "It seems to be superfluous, gentlemen, to say more about this feature of the report of the Postmaster General. Certainly there should never be an

uncertain basis when the public servants vote away over forty million dollars every year of the people's money."

Asked to suggest a definite basis for fixing railway mail compensation Dr. Pfeifer admitted that, at the moment, he was not prepared to do so, adding, however, that if a business man can ship his merchandise through the various transportation companies at a rate all the way from a half a cent up, there would seem to be no reason why the Postoffice Department should not be able to obtain an equally favorable rate, a rate based upon the actual cost of the service rendered.

FRANKS FOR CONGRESSMEN AND FREEZE-OUT FOR PUBLISHERS.

Referring to the franking privilege of Congressmen, Dr. Pfeifer said:

I am a believer in equal rights and I cannot see why a congressman should have the right to use the mails free of cost. He is very well paid for what little service he gives, if he gives any, as I dare say some of them do. If he is not satisfied with his job let him get out and do something else.

Representative Moon (interrupting) They do not use the frank for their private affairs.

Dr. Pfeifer: Oh, well, we do not know.

Representative Moon: Oh, yes, we do.

Dr. Pfeifer: You know what you do.

Representative Moon: I know what I do, and I don't know of anybody else that does use it for private affairs. The intent of the law is that the franks shall be used for the distribution of documents to the public and the congressman in using the franks does so as the immediate and direct representative of the people and for their benefit, according to the judgment of Congress, and not for his own interest. It may be so that he, by distribution, may obtain some ultimate favor from it, but that is a consequence.

Dr. Pfeifer: I have had a congressman ask me how many envelopes I wanted to have to send out seeds in.

Representative Moon: Well, he was violating the law.

As an illustration of the operation of our postal laws, Dr. Pfeifer cited the case of a publisher whose paper was denied admission to the second class in this country, and who thereupon transferred his plant to Canada where the rate on second-class matter is only half a cent a pound.

There was a man in this country

who published a magazine and he had thousands of subscribers. General Madden said: You cannot send that magazine through the mails as second-class matter. They had an immense correspondence and the matter was even taken to the White House. Finally the man was driven out of business. He went to Toronto. He had printed on the front page of the magazine a picture of the British flag and he said that he had been driven away from his native country by the representatives of monopoly, and that he was now under the protection of the flag pictured on the front page of his magazine. Gentlemen, I love these United States—I would like to tell you how deep is my affection for them—but there are some things here that strike me as being funny. That man sent his paper from Canada into the United States for half a cent a pound, whereas when published in this country the Postoffice would not permit it to be mailed for a cent a pound. In the end the publisher was called back from Canada and his paper was admitted to the mail as second-class matter.

Referring to inconsistencies in the postal rates the Doctor said:

We charge five cents for a letter from here to New Zealand. The New Zealander can answer back by paying two cents. We charge two cents for a letter from here to Bermuda, which lies almost at our door, but we can send a letter to the Philippines, and even to Shanghai, China, for two cents. We can send a package from interior parts of the western country to the interior parts of Great Britain at the rate of twelve cents a pound; but if I send that package from one town to another within the limits of the United States it costs twenty-five per cent more. Certainly no man who claims to be sane and to be living according to business principles would think of establishing such a rate.

Dr Pfeifer thought that there was no good reason why country weeklies should be carried free in the county of publication. He said he would like to see that part of the law amended. He thought a great many people would agree with him that it was an unjust discrimination, partaking of class legislation. Doubtless the papers affected would kick, "but," said the Doctor, "I do not see wherein it is just to permit them to send these papers entirely free. That is a discrimination I do not believe in. I would make a uniform rate of one cent a pound, to all alike, and my principal reason for that is that I believe in education. I do not belong to that class which says the more ignorant the people are the better Christians

they will be and the easier it will be to handle them. We cannot have too much education on any subject."

ARE PEOPLE AS IMPORTANT AS PIGS?

Continuing, Dr. Pfeifer expressed the opinion that the improvement of the human species was quite as important and quite as suitable a matter for discussion as improving the breeds of cattle. He did not agree with those who thought that discussions on a matter of such vital importance to the race should be frowned upon. He said, referring to one of the gentlemen who represented the church and Sunday school papers before the Commission:

I had a discussion about that with Mr. Goodwin who thinks he is here for the purpose of protecting God and who wants to have a censor who shall say what the people shall read and what they shall not read. If a man publishes a paper which gives information to women who are about to become mothers, as to what their conduct should be during that God-given period of pregnancy, he wants some one to sit up there and tell us that that is not right. On the other hand, the Agricultural Department sends out books going into the sexual question, with regard to horses and cows, and tells us all about how to raise better pigs, and they give an illustration of a stallion and the artificial means utilized in modern breeding. Now that book will go through the mails all right, but when we want to publish something that will tell the mother how to take care of herself, we cannot do it. I am ready to-day, as at all times, to enter my solemn protest against any such laws or regulations.

PLEA FOR A PARCEL POST.

Dr. Pfeifer set forth at length his views concerning the Parcels Post, the feature of Postoffice reform with which he has been most closely identified. He argued that the present rate on packages of merchandise is too high to permit the Parcels Post system to develop to a point where this class of business would be profitable to the Government. He realized the opposition that would be made to a proposition to establish a Continental Parcels Post, an opposition due largely to storekeepers in small towns who fear the competition of mail-order houses; but

there is no reason, he said, why we should not at least foster the business on rural free delivery routes, making a low rate that would enable the local store to send merchandise to the farmers on the route, and the farmers' produce to the stores or to one another. *(Dr. Pfeifer made this suggestion, most likely, as a sop to those who have opposed the extension of the Parcels Post system, the Doctor's particular hobby. Doubtless a Parcels Post system that would benefit the local merchant without benefiting the mail-order houses would be welcomed by the former, but it is difficult to reconcile this suggestion with Dr. Pfeifer's views concerning the iniquity of class legislation.)*

In support of his argument, Dr. Pfeifer stated that the average load of a rural free delivery wagon consists of 54 letters and postal cards, 107 newspapers and circulars and 3 merchandise packages—the total weight of all of these being less than twenty pounds. He said that we are employing thirty-two thousand vans, traveling an average of twenty miles per day each and carrying a load that might be comfortably stowed away in a bushel basket. The revenue derived from each van is not more than forty cents a day. Is that good business? If Congress cannot give us a universal or a Continental Parcels Post—if they dare not do that—let them at least establish a local Parcels Post between the people living on the various free delivery routes, so that the farmer's wife could have the carrier deliver a bushel of potatoes for her at the store and bring back four pounds of sugar and a pound of coffee, and so save the farmer the trouble and loss of time that he is now subjected to when he is obliged to hitch up his team and execute his wife's commission himself. If this is done and the rate on merchandise reduced to a reasonable figure Dr. Pfeifer assured the Commission that instead of a deficit the Postoffice Department would soon be enjoy-

ing a profit of five millions of dollars a year.

Senator Carter: Would you open up the rural free delivery route to the mail-order houses in the large cities, or would you confine the parcels post to the merchants and others living along the line.

Dr. Pfeifer: As a stepping stone I would start the service in between these rural districts, only between the local points. I suggest that a law be passed providing for the establishment of a parcel post on rural routes, such parcels to be mailed at the official offices or stations of such routes. The rate should be low, say three cents for the first pound or fraction thereof, and one cent for each additional two pounds, with a weight limitation of one hundred pounds. Such a system would prepare the way for a general Parcel Post service and would, without any extra expense, give an additional revenue to the Government sufficiently large to put the Postoffice Department on a paying basis.

Representative Overstreet: Suppose each one of the hundred families, would, perchance, on some one given day, give a hundred pound package each to the carrier—how would he prepare to meet that?

Dr. Pfeifer: I can answer that only by asking you suppose all the people in New York should go down to the Grand Central station and want to take the same train. There is always an average, and if there should happen to be an unusual demand we could put on an extra train.

THE QUESTION OF A PERMANENT POSTAL COMMISSION.

It will be remembered that Mr. Madden, the Third Assistant Postmaster General, recommended the appointment of a permanent Commission to decide disputes arising under the postal laws. Several publishers approved of this suggestion and Dr. Pfeifer also spoke in favor of it, suggesting that a board of seven be appointed.

Dr. Pfeifer found fault with the power of the Assistant Attorney General, to whom matters in dispute are referred by the Postoffice Department, for an opinion as to the proper construction of the law. "He," said the Doctor, "is the one man who can sit there and say what can be printed and what cannot be printed. There is something wrong about such a power as that."

Representative Moon: Would not your remedy be, if you disagreed with the interpretation of the Postmaster General or of any of the assistants of the Attorney General, to have the law

provide that you might apply to the courts as now constituted?

Dr. Pfeifer: Yes.

Representative Moon: As I understand it, many questions are now in the discretion of the Department and the courts will not undertake to control that discretion. But suppose a publisher had a general right to appeal from the Department to the courts, and the right to question the proceeding by which the court would determine any right of the publishers, would not that be a better remedy than to constitute a Commission.

Dr. Pfeifer thought that it would. "I have always been in favor of having our courts attend to this business," he said, "but I thought if we could get a Commission appointed it would make it easier for the Department and save a great deal of trouble."

Senator Carter: Would you make the decision of your Commission final, without appeal?

Dr. Pfeifer: No, I would go into court every time. I would never take the power away from the judiciary under any consideration.

Representative Moon: Then it would be better to go into court direct. Would it not satisfy you if the law were amended so as to provide that if the judgment of the Postmaster General was not acquiesced in by the publisher, the courts should have the right of review?

Dr. Pfeifer: That is all I care about—to have everything judicially attended to by a judiciary and not by executive officers. I have been present in Washington when a Postoffice clerk would sit with the power of a judge to take testimony and rule in evidence, just as a judge. In one case a decision of the Supreme Court was quoted, but the clerk said he did not care about that, he would rule his way.

Representative Moon observed that it was better that judges pass on such questions than to have them passed upon by men who are not learned in the law.

AN extensive subscription campaign, with premiums of fine furniture, has been started for the *House Beautiful*, Chicago. Ten furniture factories supply the premiums at different points in the country. This magazine opened a New York office in July, at 1 Madison avenue. It is in charge of Don M. Parker, formerly advertising manager for McClure, Phillips & Co.

The Travel Magazine

HUMOR AND THE LACK OF IT.

One of the most humorous things about the funny little ads of Cook's tours is the way the advertising critic jumps on them from time to time. The critic is going along about his business, calm and contented, when suddenly, some morning, he finds one of these funny Cook ads on the railroad page. Then he rushes into print and condemnation. About once a month, on the average, some advertising critic discovers these ads, full of sensible talk and rates, but illustrated with

credit for the serious information in all these Cook ads, and paid some attention to the dull surroundings in which they are printed, his tirade against the comic cut would lose all its force. He takes it out on the humor.

The strange fact about humor in advertising criticism is that the critic seldom condemns anybody for a painful lack of it. Take the illustration that was printed as a heading to a stately piano announcement by the Wanamaker store in New York. Here is a sweet young creature with a pale pink soul producing great masterpieces on one of the new mechanical pianos. At her left stand Beethoven, Mozart and Vagner, enraptured, and on her right the Goddess of Liberty with a laurel wreath. How often you see the advertising man and the advertising artist, in an effort to idealize the piano trade, or the tobacco business, or the triple-plated, full-jeweled breakfast food, fall into absurd bathos. To anyone with a good sense of musical values, this grouping of the three composers with a sweet girl graduate and her mechanical piano—the girl in the center of the stage—is far more humorous than any of the little Cook cuts. Anyone familiar with musical biography knows that Beethoven, in such circumstances, would hurl his sonatas at the sweet young thing, and Vagner forget that she is a lady.

Advertising humor is dangerous. Recall the dead-and-gone funny characters that have bobbed up and bobbed down again—Sunny Jim, the Presto family,



the H-O characters. No funny advertising character ever persisted with the persistence of the Walter Baker trademark. But

"This Cook?"

"Yes!"

"About

NIAGARA

FALLS.

Secure me 10 places for that \$12.50 Excursion to Niagara next Saturday. That includes everything?" "Yes, but the number is limited."

SOME OTHER TOURS

Bermuda, 10 days, Sept. 20, Oct. 10....\$47.50
Nova Scotia, 10 days, Sept. 20.....\$1.50
Jamaica, 12 days, Sept. 20, Oct. 10.....\$0.00
Italy and Riviera, 51 days, Oct. 18, Nov. 10, etc.....\$95.00
Tickets sold everywhere, every working day in the year.

THOS. COOK & SON,

245, 1,200 B'way, 949 Madison Av., N. Y.
Boston, Philadelphia, Chicago, San Francisco, &c.

a grotesque eye-catcher illustration. When Mr. Eade, manager in America for Thos. Cook & Son, began printing such ads three years ago he apologized for his temerity to PRINTERS' INK and explained that his funny cuts were intended to break up the dull routine of railroad time tables and impress the name of Cook's on the average newspaper reader. For years his company had been doing serious advertising of the time table variety. Only the man ready to travel read it. The comic cuts, however, are seen by the man who may not want to travel for years yet, and impress the name of the famous tours upon him beforehand. If the advertising critic were to give

the only danger in advertising humor is that of making fun the whole thing. Originate a Sunny Jim, and thousands of people all over the world will take an interest in him, writing letters to the advertiser and persuading him that he is a benefactor. The public hails such a character as it does Peck's bad boy, and the advertiser continues to print it until he wakes up some morning to the fact that sales are not what they should be. But where humor is used as an adjunct alone it is often of real advertising value, and it is probably better to be the advertiser who has a moderate bump of it than the man whose ads become funny for their deadly seriousness. Better make a joke than be one.

CALIFORNIA, THE LAND OF OPPORTUNITIES.

Here is a sample of the catching kind of advertising indulged in at Woodland, Cal. It reads like trouble, but the only element of trouble comes in the inability of the advertiser to fully fill the wants of the customers attracted by such an advertisement as:

MATRIMONIAL

Any man between the ages of 35 and 60 (no objection to bachelors or widowers) who desires to marry a widow, 45 years old and reasonably good looking, weighing 196 pounds, wearing number 8 shoes, who has a loving and affectionate disposition, also 7 children (four boys and three girls) can have me if they will go to the yard of the _____ Lumber Company, get some Roche Harbor Lime and whitewash the house.

They have also got some nice Screen Doors and you might as well get a couple of those while you are about it, for then we will be so nice and cosy.
—Commercial Union.

THE announced results of the Vanderbilt Cup race seems to have been abridged in naming but one winner, for on the morning afterwards the promoters of every machine which started in the race advertised their cars as the only fastest, safest, solidest and altogether triumphant automobile on the road.—Ridgway's.

*The German Weekly
of National Circulation*

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 149,281. Rate 35c.

EIGHT MONTHS OF 1906

*From Jan. 1, 1906, to August 31,
1906, The Chicago Record-Herald*

**Gained
2,130 Columns
Advertising**

*over the corresponding eight
months of 1905.*

THE RECORD-HERALD prints the statement of circulation for each day of the preceding month in every issue. How much better this is than "high-water marks."

**THE CHICAGO
RECORD-HERALD**

**30,000 Extra Papers In
Iowa Without Increase
of Rate.**

**The
Des Moines
Capital**

will issue 30,000 extra papers in the interest of its Bargain Day on Tuesdays, November 13, 20, 27; December 4, 11, and 18, making an issue on those days of over 70,000 copies. These extra papers will be mailed to the very choicest Iowa farmers, and offer mail-order advertisers an unusual bargain. The regular advertising rate will be in force, namely 5 cents a line, flat. The CAPITAL is the most important advertising medium in Iowa. Send your copy direct or to eastern offices.

EASTERN OFFICES:

NEW YORK, CHICAGO,
166 World Building. 87 Washington St.
LAFAYETTE YOUNG, Publisher.

THE EFFECT OF ADVERTISING UPON OUR INTERNAL ECONOMY.

Did you ever consider the importance of advertising as a preserver of the present equilibrium in the industrial world?

Prominent writers and lecturers on political economy attribute the cause of a great industrial depression to over-production. President Roosevelt expressed his belief in this theory when he said: "There are bound to be idle mills and factories, and idle workers, whenever there's a general over-production." Advocates of single tax, socialism and kindred doctrines antagonize the argument by presenting other and contradictory theories. Favorite among these are the arguments: "Is it a fact that the people now produce more things of all kinds than they can use? Have the seventy-six million Americans all the good shoes and clothes they could wear? Have they all the wholesome food they could eat? Have they all the furniture they need? Have they all the books, paintings and other things which make up the enjoyment of civilized life?"

Both arguments need sifting by the orthodox thinker who knows the substantial influence of advertising upon the political economy of the country.

Let me show you that advertising has more to do with the present *status quo* of our industrial prosperity than could be done by the equitable adjustment of the theoretical differences of our countrymen. It is a bold assertion, but true, that advertising is the great distributor of the wealth of the country. It is the neutralizer of the depressing conditions otherwise consequent upon over-production or incompetent distribution. The socialist stigmatizes advertising as a parasite upon the productive forces of the country, as wasteful and a factor which depreciates the purchasing power of the masses. He theorizes that, as workers, we expend a certain amount of energy in producing a commodity and then

add from ten to fifty per cent to the cost of the article in advertising or non-productive energy. In other words the consumer "pays the fiddler." But are we going to remedy economical conditions by discontinuing advertising, or are we going to continue to employ it to ameliorate the possibility of an industrial depression consequent upon over-production through the increase of labor-saving machinery? I say advertising is the one and only moderator of social and industrial conditions. For every man deposed as an actual producer of a necessary commodity through the advent of labor-saving machinery we give employment to two others in exploiting that product. The creator, in his infinite wisdom, could confer no greater benefaction upon an increasing population than that which we find in the one word "advertising."

The United States is first among the nations of the world in everything necessary for the most efficient production and distribution of the necessities of life. The total productive energy of its labor-saving machinery is three times as large as that of any other country. In 1900 the 512,276 manufacturing plants of the country, with a capital of more than \$9,800,000,000, produced goods valued at \$8,370,000,000. This is many times greater than the value of the products of Russian factories and hand labor during a similar period. In the United States we spend twenty times more for advertising purposes than Russia on every dollar's worth of products, and yet the purchasing power of the American workman's daily wage is far greater than that of the Russian workman. A comparative analysis of the condition of workmen in other countries will throw additional light on the powerful influence of advertising upon the internal economy of a country.

Advocates of socialism, single tax and similar propaganda are loud in their denunciation of all labor which does not produce the

actual necessities of life, and their arguments are reinforced with figures and statistics showing that all the necessary productive labor could be performed in four hours of each day if every man would conscientiously apply himself to the task. Let us admit this to be a fact. And then let us imagine a world of nothing but actual necessities—unadorned, matter-of-necessity dwellings, built like grain elevators; colorless furniture and a uniform style of apparel; one grade and one style in each article of manufacture; no advertising and no competition. In all righteousness we should be a race of deaf, dumb and blind.

A certain patent medicine concern, capitalized at \$100,000, estimates the value of its plant at \$25,000—the balance of its assets is advertising, issued and about to issue. Its product sells at twenty-five cents a bottle. The actual cost of production is less than five cents a bottle; advertising, including labels and wrappers, eight cents; total, about thirteen cents. If this article could be sold without advertising, its manufacture and sale at ten cents a bottle would be a profitable business, but, would the public save an actual fifteen cents on every bottle purchased at the reduced price? This firm employs twenty-five persons in the actual manufacture of its product and one hundred and forty in its printing and advertising department. It consumes tons of paper annually, which means so much additional work for the paper mill; it uses type, electrotypes, ink, and dozens of incidentals in conducting its advertising business, and all of these mean the employment of just so much labor in other departments of the commercial world. Then the concern advertises in the newspapers and magazines, which means additional work for the compositor, the make-up man, the adwriter and the agent.

In this manner advertising affects the entire economic system of the country by the systematic distribution of the profits

derived from the use of labor-saving machinery, and affording labor for those who have been displaced thereby. No other money invested is so widely and equitably distributed as that which is expended for advertising purposes.

The man with socialistic ideas of political economy is not alone in his opinion that money invested in advertising is carelessly wasted. But all of these have failed to consider the effect of advertising upon the general prosperity of the country.

As a result of careful research I feel confident that I authoritatively assert that several of this country's industrial depressions were due directly to a lack of "advertising confidence" in the business world.

GEORGE SHERMAN.

ALBERT FRANK & COMPANY have moved their Chicago branch to the Postal Telegraph Building, 280 La Salle street.

SUPPORTING CLEAN GOODS.

If you are a really good citizen—and you doubtless are if you take this magazine and do not merely borrow your neighbor's copy—you support merit and honesty, whether in politics or business. You vote against the candidate who sails under false colors. You will not patronize the merchant who practices double dealing. Then how about the man who substitutes inferior goods for standard articles? Is he any better than the rascally politician or the business hypocrite? Isn't he a combination of the two?

When you deal with responsible people you know "where you are at." When you take substitutes you take all the risks without any protection whatever.

An honest trademark is quality insurance.—*Delineator*.

QUEER OBJECTION TO A WINDOW AD.

According to the New York *Sun*, the Humane Society lately got after a Pittsburg grocer, G. K. Stevenson, charging him with cruelty to animals. Stevenson had as a display in his window a glass beehive with bees working, so that their operations were visible. Yesterday a man who said he was an authority on bees declared the bees would slowly die if they did not have a chance to move about. The Humane Society looked up the matter and found he was correct. They notified Stevenson that he would have to send the bees to the country for exercise, and he agreed.

YOUR COUNTRY COUSIN.

THE FARMER.

This is the man who sowed the crop,
Working ever without a stop.
Up in the morn and noonday glare,
Shirking nothing till twilight fair.

PROVIDENCE.

This is the Power that helped him reap
Safe from ruin and pest to keep,
Sending blessings of suns and rains,
Loading heavy the creaking wains.

PROSPERITY.

This is the wealth that came to be
Flooding the land from sea to sea;
"Good Times" ever the sweet refrain
All from the harvest's golden grain.

THE POLITICIAN.

This is the man who credit takes,
All of the rest were no great shakes;
Says to prosper again you must
Vote your ticket for him or bust.

—McLanaburgh Wilson, in *New York Sun*.

A good deal has been said lately about real estate booms. Realty in New York City has averaged a six per cent advance for many years, and on the strength of it speculators have sold building lots the past year to people who could be persuaded to believe in a rise thirty, forty and fifty miles out on Long Island. Other cities have had booms. Anything above the normal increase in realty values sets newspaper publishers explaining the wonderful purchasing power of their communities. If the capitalization and plants in any industry show a decent increase in a given year, you hear, from the trade journal publishers in that industry on the subject of purchasing power.

But the biggest boom in this country the past five years has been the quietest. Uncle Sam has just finished a census of farm values, and finds that between 1900 and 1905, the farms of this country—not in a favored locality, but all over the nation—have increased in value over thirty-three per cent. A yearly increase of nearly seven per cent everywhere. Cotton lands have increased most—nearly fifty per cent—indicating a renaissance in Dixie. Hay and grain lands are up thirty-four per cent. Sugar and tobacco lands are up thirty-two, and dairy farms twenty-six per cent. The tidy sum of \$6,136,000,000 has been added to the farmer's plant while he worked and

slept. Four-fifths of this increase is in the North Central States.

What made it?

Better prices for farm products, bigger net profits per acre, more money for the farmer. His plant has taken on added values almost equivalent to the gross amount of wealth that the farms produced this year. New York State, Massachusetts, Pennsylvania and Illinois produce half the manufactured articles in this country. But the combined output of all their factories in 1905 exceeded by less than one-seventh the increase in farm values for the past five years.

Still, there are people who insist on regarding the farmer as a poor prospect, and assiduously advertise for the trade of the few thousand persons who own automobiles. Advertisers there are who eagerly pay \$6 a line to talk to the women in cities, yet ignore our greatest purchasing public. Some business minds are so fatally set in a groove that to them wealth is only discernable in bank balances, and purchasing power is seen only when it wears diamonds and Worth gowns. While they study prosperity as expressed in building booms and the rise in wages, lo! the plow turns over a furrow that is worth seven per cent more each season, and the harrow pulverizes clods that pay interest at twice the rate of the most liberal savings bank.

Your cousin, the farmer—is he worth going after?

MR. SEAL'S REGULAR WEDNESDAY VISITOR.

BALTIMORE, Md., Oct. 18, 1906.

Editor of PRINTERS' INK:

I return herewith subscription blank duly signed, together with check for \$2 in payment of subscription.

I am very glad indeed that you brought this matter to my attention, as I most certainly do not want my subscription to lapse for even one issue. If I should not see the customary issue of PRINTERS' INK coming to my office on Wednesday, I should feel like taking the next train to New York with a search warrant to find out the cause of the trouble. Yours very truly,

G. MURRAY SEAL,

Sup't Division of Publicity. Maryland Casualty Company.

MAKING FACTS VISIBLE.

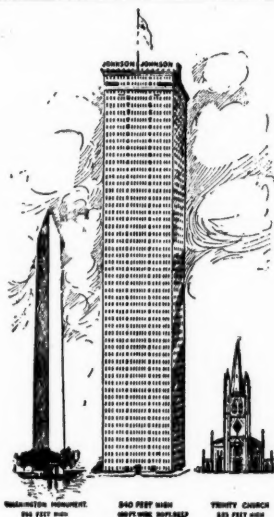
One style of argument the public never seems to grow weary of—the comparative illustration which shows how many times your output would go around the earth, or how much taller than the tallest skyscraper if piled in a column, or how many square miles there would be of it if spread out flat. Graphic diagrams and maps, showing your business two inches high and that of all competitors and imitators only an eighth of an inch, or your output

indicating the route the murderer took in escaping. Many advertisers use this visualizing method. But others do not know how to use it, apparently, and when they have big, interesting figures to present, simply print them in indigestible lumps. Figures often lie when they are given in a row of numerals—but they lie against the advertiser instead of for him by not telling the whole truth.

The above "graphic" of the Johnson & Johnson laboratories shows that this method was not considered too "yellow" to convey an interesting fact to physicians, for whom the diagram was solely intended. A few years ago the Presbrey agency wanted to show how large one of the North German Lloyd steamers is, and printed two pictures of it, one with the vessel set down on its keel in lower Broadway, filling the street and topping the buildings, and the other showing it on stern against a skyscraper. Another vivid advertising "graphic" was the one used by a western railroad, which set up a California redwood beside the Flatiron Building, the greentop rising high above the cornice of the familiar structure.

Mere business, of course, isn't an advertising argument. It isn't a reason why anyone should buy your goods. Business sometimes gets so big that it is a "trust," and sympathy reverts to the little fellows. But bigness is always impressive and interesting as an accessory to the main facts. Every business house of magnitude likes to employ it in some form. If it is to be employed at all, show the facts graphically. Visualize them. Indicate how many times they go around the earth, and how much each person in the country would have if they were divided, and how much they would weigh in tons, and what they represent in dollars. Call in the illustrator and show where the fatal shot was fired.

CALKINS & HOLDEN, New York, are placing advertising for Nestor Egyptian Cigarettes,



Graphic view of the Johnson & Johnson Laboratories if placed on a plot 50x100 feet and made into a skyscraper building. For comparison such a building is in imagination placed beside Washington's Monument and Trinity Church.

in a black patch that covers New York State and part of Massachusetts—this is always live stuff. It forms a staple in magazines and newspapers. Editors couldn't get along without it. It appeals to every class, and tells a story in less time than any other combination of print and picture. Part of the success of yellow journalism is due to the skill with which it visualizes the news, picturing a house with the roof off and black crosses to show where the fatal shot was fired, and a row of dots

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1908 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the Roll of Honor of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Montgomery, Journal, dy. Aver. 1905, 8,677. The afternoon home newspaper of its city.

ARIZONA.

Phoenix, Republican. Daily aver. 1905, 6,281. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith, Times, dy. Act. av. 1905, 2,781. Act. aver. for May, June and July, 1906, 4,227.

CALIFORNIA.


Mountain View, Signs of the Times. Actual weekly average for 1905, 22,550.

San Francisco, Pacific Churchman, semi-mo.; Episcopalian. Cir. 1905, 1,427; May, 1906, 1,700.

COLORADO.

Denver, Clay's Review, weekly; Perry A. Clay, Actual aver. for 1904, 10,926, for 1905, 11,688.

Denver Post. Circulation—Daily 55,915, Sunday 74,605. The figures spell RESULTS.

 The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Meriden, Journal, evening. Actual average for 1905, 7,587.

Meriden, Morning Record and Republican. Daily average for 1905, 7,578.

New Haven, Evening Register, daily. Actual av. for 1905, 15,711; Sunday, 11,311.

Norwalk, Evening Hour. Daily average guaranteed to exceed 2,100. Sworn circulation statement furnished.

Norwich, Bulletin, morning. Average for 1904, 6,550; 1905, 5,920; now, 6,585.

Waterbury, Republican, dy. Aver. for 1905, 5,648. La Coste & Maxwell Spec. Agents, N. Y.

DISTRICT OF COLUMBIA.

Washington, Evening Star, daily and Sunday. Daily average for 1905, 25,550 (©©).

GEORGIA.

Atlanta, Journal, dy. Av. 1905, 46,038. Sunday 47,998. Semi-weekly, 56,721; May, 1906, daily, 52,517; Sun., 57,977; semi-wk., 74,251.

Atlanta, News. Daily aver. first six mos. 1906, 24,668. S. C. Beckwith, Sp. Ag., N. Y. & Chi.

Atlanta, The Southern Ruralist. Sworn aver. first six mos. 1906, 62,946 copies monthly. Beginning Sept. 1st, 70,000 guaranteed, semi-monthly.

Augusta, Chronicle. Only morning paper. 1905 average, 6,045.

ILLINOIS.

Aurora, Daily Beacon. Daily average for 1905, 4,580; first six months of 1906, 6,246.

Calro, Citizen. Daily average first six months 1906, 1,529.

Chicago, Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. Average for 1905, 4,100 (©©).

Chicago, Breeders' Gazette, weekly; \$2.00. Average circulation 1905, to Dec. 31st, 66,605.

Chicago, Dental Review, monthly. Actual average for 1905, 5,705.


Chicago, Examiner. Average for 1905, 144,806 copies daily; 90% of circulation in city; larger city circulation than any two other Chicago morning papers combined. Examined by Association of American Advertisers. Smith & Thompson, Representatives.

Chicago, Farm Loans and City Bonds. Leading investment paper of the United States.

Chicago, Inland Printer. Actual average circulation for 1905, 15,866 (©©).

Chicago, Orange Judd Farmer. Only agricultural weekly covering the prosperous Western States. Circulation is never less than 90,000. The count made June 1, 1906, showed 89,764 paid subscribers. Reaches from 70% to 80% of the post-offices in Illinois, Michigan, Wisconsin, Iowa, Minnesota and Texas; over half the post-offices in Indiana, Kansas and Nebraska, and two thirds of those in the Dakotas. All advertisements guaranteed.

Chicago, Record-Herald. Average 1904, daily 145,761; Sunday 199,400. Average 1905, daily 146,456; Sunday 204,559.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago. The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The Tribune is the only Chicago newspaper receiving (©©).

Joliet. Herald evening and Sunday morning. Average for year ending July 17, 1905, 6,266.

INDIANA.

Indianapolis. Up-to-Date Farming. 1905 av., 156,250 semi-monthly; 76c. a line. Write us.

Noire Dame. The Ave Maria, Catholic weekly. Actual net average for 1905, 2,439.

Princeton. Clarion-News, daily and weekly. Daily average 1905, 1,447; weekly, 2,397.

Richmond. The Evening Item, daily. *Sworn average net paid circulation for 1905, 4,074; nine months ending Sept. 30, 1906, 4,411; for Sept. 1906, 5,013.* Over 3,400 out of 4,800 Richmond homes are regular subscribers to the Evening Item.

South Bend. Tribune. *Sworn daily average.* July, 1906, 7,588. Absolutely best in South Bend.

IOWA.

Davenport. Catholic Messenger, weekly. Actual average for 1905, 5,314.

Davenport. Times, Daily aver. Sept., 12,149. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines. Capital, daily. Lafayette Young, publisher. Actual average sold 1905, 29,174. Present circulation over 40,000. City and State circulation largest in Iowa. More local advertising in 1905 in 312 issues than any competitor in 366 issues. The rate five cents a line.

Des Moines. Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Average circulation for May, dy. 29,484.

Des Moines. The People's Popular Monthly. Actual average for 1905, 182,175.

Sioux City. Journal, daily. Average for 1905 sworn, 24,961. Average for first six months, 1906, 29,045.

Sioux City. Tribune. Evening. Net sworn daily, average 1905, 24,287; July, 1906, 27,177. The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads The Tribune. Only Iowa paper that has the Guaranteed Star.

KANSAS.

Pittsburg. Headlight, dy. and wy. Actual average for 1905, daily 5,280, weekly 5,278.

KENTUCKY.

Marion. Crittenden Record, weekly. Actual average for year ending October, 1905, 1,852.

Owensboro. Daily Inquirer. Larger circ. than any Owensboro daily. No charge unless true.

Owensboro. Daily Messenger. *Sworn average circulation for 1905, 2,471; June, 1906, 3,418.*

LOUISIANA.

New Orleans. Item, official journal of the city. Av. cir. Jan., 1906, 24,615; for Feb., 1906, 25,419; for March, 1906, 26,069; for April, 1906, 26,090. Av. cir. Jan., to June 30, 1906, 25,196.

MAINE.

Augusta. Comfort, mo. W. H. Gannett, pub. Actual average for 1905, 1,269,578.

Augusta. Kennebec Journal, dy. and wy. Average daily, 1905, 6,986, weekly, 2,090.

Bangor. Commercial. Average for 1905, daily 9,455, weekly 29,117.

Dover. Piscataquis Observer. Actual weekly average 1905, 2,019.

Lewiston. Evening Journal, daily. Aver. for 1905, 7,598 (©©). Weekly 12,448, (©©).

Phillips. Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1905, 8,077.

Portland. Evening Express. Average for 1905, daily 12,005. Sunday Telegram, 8,428.

MARYLAND.

Annapolis. U. S. Naval Institute, Proceedings of 1905, copies printed av. yr. ending Sept. 1905, 1,657.

Baltimore. American, dy. Av. first 6 mo. 1906, Sun., 85,142; dy., 67,714. No return privilege.

Baltimore. News, daily. Evening News Publishing Company. Average 1905, 60,678. For September, 1906, 68,407.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston. Christian Endeavor World. A leading religious weekly. Actual average 1905, 99,491.

Boston. Evening Transcript (©©). Boston's tea table paper. Largest amount of week day av.

Boston Globe. Average 1905, daily, 192,584. Sunday, 299,648. "Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston. Post. Average for Sept., 1906, Boston Daily Post, 240,198; Boston Sunday Post, 214,618. Daily gain over Sept., 1905, 4,505; Sunday gain over Sept., 1905, 24,548. Flat rates, r. o. p. daily, 30 cents; Sunday, 18 cents. The Great Breakfast Table Paper of New England.

Lynn. Evening News. Actual average for year ending August 31, 1906, 7,164.

Springfield. Current Events. Alone guarantees results. Correct proposition. Over 50,000.

Springfield. Farm and Home. National Agricultural semi-monthly. Total paid circulation, 296,482. Distributed at 55,226 postoffices. Eastern and Western editions. All advertisements guaranteed.

Springfield. Good Housekeeping, mo. Average 1905, 206,088. No issue less than 200,000. All advertisements guaranteed.

Springfield. New England Homestead. Only important agricultural weekly in New England. Paid circulation, 42,404. Reaches every post-office in Mass., N. H. and Conn., and all in Vermont, New Hampshire and Maine, except a few in the woods. All advertisements guaranteed.

Worcester. L'Opinion Publique, daily (©©). Paid average for 1905, 4,253.

MICHIGAN.

Adrian. Telegram. Dy. av. last three months, 1905, 5,171. Payne & Youngs. Specials.

Jackson. Citizen Press. Average six months ending June 30, 1906, 6,562 daily. Largest in its field. Investigation invited.

Jackson. Morning Patriot. Average September, 1906, 6,403 net paid; Sunday, 7,029 net paid; weekly (April), 2,818. Circulation verified by A.M. Adv. Ass'n.

Saginaw. Courier-Herald, daily. Sunday. Average 1905, 12,394; Sept., 1906, 14,711.

Saginaw. Evening News, daily. Average for 1905, 16,710; Sept., 1906, 20,751.

Tecumseh. Semi-Weekly Herald. Actual average for 1905, 1,275.



MINNESOTA.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. *Aver. for 1905, 46,432.*

Minneapolis. Farm, Stock and Home, semi-monthly. *Actual average 1905, \$7,187; first eight months 1905, 100,861.*

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis. Journal, Daily and Sunday. In 1905 average daily circulation 67,558. Daily average circulation for Sept., 1906, 77,512. *Aver. Sunday circulation, Sept., 1906, 70,944.*

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis. School Education, mo. Cfr. 1905, 9,350. Leading educational journal in the N.-W.

Minneapolis. Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1905, 51,512.

Minneapolis. Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the month of August, 1906, was 80,500. The daily Tribune average per issue for the month of August, 1906, was 104,759.

CIRCULATION The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 25,000 daily. The Tribune is the recognized Want Ad paper of Minneapolis.

St. Paul. A. O. U. W. Guide. Average weekly circulation for 1905, 23,542.

St. Paul. Dispatch. Average number sold for year 1905, 60,568 daily.

St. Paul. The Farmer, s.-mo. Rate, 40c. per line, with discounts. Circulation for six months ending December, 1905, 92,625.

St. Paul. Pioneer Press. Net average circulation for January—daily 35,302. Sunday 82,487.

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they use it. All waters pertaining to circulation are open to investigation.

Winona. The Winona Republican-Herald, oldest, largest and best newspaper in Minnesota outside the Twin Cities and Duluth.

MISSOURI.

Kansas City. Western Monthly. Reaches practically all mail-order and general advertisers.

St. Joseph. News and Press. Circulation 1905, 55,158. Smith & Thompson, East. Regs.

St. Louis. Courier of Medicine, monthly. Actual average for 1905, 9,925.

St. Louis. Interstate Grocer has three times more circulation than three other Missouri grocery papers combined. Never less than 5,000.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1905, 8,041 (©). Eastern office, 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower, monthly. Average for 1905, 106,625; (Theatrical) for 1904, 104,759; average for 1905, 105,541.

MONTANA.

Missoula. Missoulian, every morning. Average six months ending June 30, 1906, daily 4,858, Sunday 6,400.

NEBRASKA.

Lincoln. Daily Star, evening and Sunday morning. Actual average for 1904, 15,239. For 1905, 16,409. Only Nebraska paper that has the Guarantee Star.

Lincoln. Deutsch-Amerikaner Farmer, weekly. Average 1905, 147,952.

Lincoln. Freie Presse, weekly. Actual average for 1905, 150,784.

Lincoln. Journal and News. Daily average 1905, 27,092.

Omaha. Farm Magazine, monthly. Average circulation year ending January, 1906, 40,714.

NEW HAMPSHIRE.

Nashua. Telegraph. The only daily in city. Daily average year ending July, 1906, 4,553.

NEW JERSEY.

Elizabeth. Journal, Av. 1904, 5,522; 1905, 6,513; 1906, 7,126; Jan., 1907, 7,577.

Jersey City. Evening Journal. Average for 1905, 22,546. First six months 1906, 25,055.

Newark. Evening News. Evening News Pub. Co. Average for 1905, 60,102; Apr. '06, 65,782.

Plainfield. Daily Press. Average 1905, 2,874. First 7 months, 1906, 2,965. It's the leading paper.

Trenton. Times. Average, 1904, 14,774; 1905 16,458; April, 18,525. Only evening paper.

NEW YORK.

Albany. Evening Journal. Daily average for 1905, 16,512. It's the leading paper.

Buffalo. Courier, morn. Av. 1905, Sunday 86,774; daily 48,008; Enquirer, even., 51,027.

Buffalo. Evening News. Daily average 1904, 88,457; 1905 94,690.

Catskill. Recorder. 1905 average, 3,811; July, 1906, 3,940. Best adv. medium in Hudson Valley.

Corning. Leader, evening. Average, 1904, 6,258; 1905 6,595. 1st. 6 mos 1906, 6,485.

Glens Falls. Times, Est. 1878. Only ev'g paper. Average year ending March -1, 1906, 2,508.

LeRoy. Gazette, est. 1836. Av. 1905, 2,287. Largest ev. cfr. Genesee, Orleans, Niagara Co.'s.

Mount Vernon. Argus, evening. Actual daily average 9 months ending October 1, 1905, 8,896.

Newburgh. News, daily. Av. 1905, 5,160. 3,800 more than all other Newburgh papers combined.

New York City.

New York. American Agriculturist. Best farm and family agricultural weekly in Middle and Southern States. Circulates 100,000 copies weekly, of which 95,165 are actual paid subscribers, as per count of June 1, 1906. The extraordinary character and purchasing power of its readers is emphasized by the fact that AMERICAN AGRICULTURIST's subscribers in New York include every postoffice in the State. In New Jersey it goes to 87% of all the postoffices; in Delaware 81%, in Pennsylvania 76%, in Ohio 75%, and to 20% to 40% of the postoffices in the Southern States. All advertisements guaranteed.

The American Magazine (Leslie's Monthly). Guaranteed average circulation 250,000. Present circulation 500,000 and upwards.

Army & Navy Journal, Est. 1865. Actual weekly average for first 7 months, 1906, 9,426 (©).

Automobile, weekly. Average for year ending July 26, 1906, 14,615 (3).

Baker's Review monthly. W. R. Gregory Co., publishers. Actual average for 1905, 5,008.

Benziger's Magazine, family monthly. Benziger Brothers. Average for 1905, 44,166. present circulation, 50,000.

Chipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Av. for 1905, 26,228 (©).

Jewish Morning Journal. Average for 1905, 54,668. Only Jewish morning daily.

Music Trade Review, music trade and art weekly. Average for 1905, 5,841.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1905, 11,001. Actual weekly average for 1904, 14,918. Actual weekly average for 1903, 15,090 copies.

The People's Home Journal. 544,541 monthly. Good literature. 444,667 monthly, average circulations for 1905—paid-in-advance subscribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average circulation for year ending Sept., 1905, 6,451; September, 1906, issue, 6,998.

Theatre Magazine, monthly. Drama and music. Actual average for 1905, 58,088.

The World. Actual arer. for 1905, Morn., 505,490. Evening, 571,706. Sunday, 411,074.

Rochester, Case and Comment, mo., Law. Ar. for year 1905, 50,000. Guaranteed 20,000.

Schenectady, Gazette, daily. A. N. Lecky. Actual average for 1904, 12,574; 1905, 15,058.

Syracuse, Evening Herald, daily. Herald Co. pub. Arer. 1905, daily 55,552, Sunday 40,098.

Syracuse, Post-Standard. Daily circulation 27,000 copies. The home newspaper of Syracuse and the best medium for legitimate advertisers.

Utica, National Electrical Contractor, mo. Average for 1905, 2,645.

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1905, 14,588.

NORTH CAROLINA.

Concord, Twice-a-Week Times. Actual average for 1905, 2,262.

Raleigh, Biblical Recorder, weekly. Ar. 1905, 8,732. Ar. 1904, 9,756. Ar. for 1905, 10,206.

Raleigh, Times. North Carolina's foremost afternoon paper. Actual daily average Jan. 1st to Oct. 31, 1905, 6,551; weekly, 3,300.

Raleigh, News and Observer, N. C.'s greatest daily. Sworn average 1905, 10,202, more than double that of any other Raleigh daily, and greater than that of any other daily in the State.

Winston-Salem leads all N. C. towns in manufacturing. The Twin-City Daily Sentinel leads all Winston-Salem papers in circulation and advg.

NORTH DAKOTA.

Grand Forks, Herald. Circ'n Aug. 1906, 8,019. North Dakota's Biggest Daily. LaCoste & Maxwell, 140 Nassau St., N. Y. Representatives.

Grand Forks, Normandean. Ar. yr. '05, 7,201. Arer. for Jan., Feb., Mar. and Apr., 1906, 7,795.

OHIO.

Ashtabula, American Sanomat. Finnish. Actual average for 1905, 10,766.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1905, 77,899 (ex. Sunday, 74,900 (ex. Sept., 1906, 76,899 daily; Sun., 85,774).

Coshocton, Age, Daily ar. 1st 6 mos. '06, 2,101; in city 10,000; factory pay-roll \$150,000 monthly.

Dayton, Religious Telescope, weekly. 30c. agate line. Average circulation 1905, 20,096.

Springfield, Farm and Fireside, over 1/2 century leading Nat. agri-cult' paper. Cir. 415,000.

Springfield, Woman's Home Companion. June, 1906, circulation, 565,000; 115,000 above guarantee. Executive offices, N. Y. City.

Youngstown, Vindicator. D'y ar. '05, 12,910; Sy. 10,178; LaCoste & Maxwell, N. Y. & Chicago.

Zanesville, Times-Recorder. Ar. '05, 10,564. Guaranteed. Leads all cities combined by 50%.

OREGON.

Portland, Pacific Northwest, mo. 1905 average 15,588. Leading farm paper in State.

Portland, Evening Telegram. Largest exclusive circulation of any newspaper in Oregon.

PENNSYLVANIA.

Erie, Times, daily. Arer. for 1905, 15,248, September, 1906, 17,377. E. Katz, Sp. Ag., S. Y.

Harrisburg, Telegraph. Sworn ar., Aug. 18, 638. Largest paid circula't'n in H'b'g, or no pay.

Philadelphia, Confectioners' Journal, mo. Ar. 1904, 5,004; 1905, 5,470 (00).

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1905, 565,266. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal for the reason that "that paper, among all those "published in the United States,

"has been pronounced the one "that best serves its purpose as "an educator and counselor "for the agricultural population, and as an effective and "economical medium for communicating with them "through its advertising columns." "Unlike any other paper."

Philadelphia, German Daily Gazette. Arer. circulation, 1905, daily 51,500; Sunday, 44,465, sworn statement. Circulation books open.

"In Philadelphia nearly everybody reads THE BULLETIN."

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of September, 1906:

1.....	209,595	16.....	Sunday
2.....	Sunday	17.....	224,604
3.....	228,273	18.....	226,446
4.....	217,807	19.....	217,969
5.....	222,219	20.....	208,794
6.....	221,445	21.....	213,796
7.....	222,940	22.....	219,810
8.....	209,864	23.....	Sunday
9.....	Sunday	24.....	222,079
10.....	216,385	25.....	224,025
11.....	216,166	26.....	223,764
12.....	221,514	27.....	221,814
13.....	226,677	28.....	212,083
14.....	220,826	29.....	222,488
15.....	229,191	30.....	Sunday

Total for 25 days, 5,511,184 copies.

NET AVERAGE FOR SEPTEMBER.

220,447 copies a day

THE BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher. Philadelphia, October 4, 1906.

Philadelphia, The Merchants' Guide, published weekly. "The paper that gets results."

Philadelphia, The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn daily average for first six months 1906, 103,419; Sunday average, 148,949.

Philadelphia, West Phila. Bulletin, weekly. Circulation 5,000. James L. Waldin, publisher.

Pittsburg, The United Presbyterian. Weekly circulation 1905, 21,260.

West Chester, Local News, daily. V. H. Hodgson, Average for 1905, 15,292. In its 34th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Williamsport, Grit. *America's Greatest Weekly.* Average 1905, 226,713. Smith & Thompson, Repr., New York and Chicago.

York, Dispatch and Daily. Average for 6 months ending April, 1906, 16,280.

RHODE ISLAND.

Pawtucket, Evening Times. *Aver. circulation four months ending April 30, '06, 17,502 (approx.).*

Providence, Daily Journal. 17,622 (©©). Sunday, 29,588 (©©). *Evening Bulletin* 57,725; average 1905. Providence Journal Co. pubs.

Providence, Real Estate Register; finance bldg, etc. 2,528; sub's pay 24% of total city tax.

Westerly, San Geo. H. Titer, pub. *Aver. 1905, 4,467. Largest circulation in Southern R. I.*

SOUTH CAROLINA.

Charleston, Evening Post. *Actual dy. average for 1905, 4,505. August, 1906, 4,658.*

Columbia, State. *Actual average for 1905, daily 9,587 copies; semi-weekly, 2,625; Sunday, 1905, 11,072. Actual average first eight months 1906, daily 11,005 (©©); Sunday 11,978 (©©).*

TENNESSEE.

Knoxville, Journal and Tribune. *Daily average year ending December 31, 1905, 15,015. Weekly average 1904, 14,515.*

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

Knoxville, Sentinel. *Av. for 6 mos. '06, 11,108. Carries more advertising in six days than does contemporary in seven. Write for information.*

Memphis, Commercial Appeal. *daily, Sunday, weekly. Average 1905, daily 28,915, Sunday 55,887, weekly, 80,585. Smith & Thompson, Representatives N. Y. & Chicago.*

Memphis, Times. *Sunday. Circulation year ending February, 1906, 2,110.*

Nashville, Banner. *daily. Aver. for year 1905, 8,772; for 1904, 20,705; for 1906, 50,227.*

TEXAS.

Beaumont, Texas Enterprise. *Average 1905, 5,457; present output over 10,000 guaranteed.*

El Paso, Herald. *Av. '05, 5,011; June, '06, 6,169. Merchants' canvass showed HERALD in 80% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.*

San Angelo, Standard. *weekly. Average for year ending May 5, 1906, 3,015 (✱).*

VERMONT.

Barre, Times. *July, F. E. Langley. Aver. 1905, 2,527; for last six months, 1906, 4,065.*

Burlington, Free Press. *Daily av. '05, 6,558, for Sept., 8,446. Largest city and State circulation. Examined by Association of American Advertisers.*

Burlington, News. *daily, evening. Actual daily average 1904, 6,018; 1905, 6,886; December, 1905, 7,491.*

Montpelier, Argus. *Actual daily average 1905, 3,242.*

Rutland, Herald. *Average 1904, 3,527. Average 1905, 4,286.*

St. Albans, Messenger. *daily. Actual average for 1905, 2,051. Jan., 1906 to Sept., 1906, 3,318.*

VIRGINIA.

Danville, The Daily. *Av. 1905, 2,846. Sent., 1906, 2,574. Largest circ. Only eve'g paper.*

Richmond, News Leader. *Evening dy. av. 1905, 29,545. Largest in Virginia and Carolinas.*

WASHINGTON.

Seattle, Post-Intelligencer (©©). *Average for Sept., 1906—Week-day, 26,349; Sunday, 54,671. Only m'n'g paper in Seattle; only gold marked and guaranteed circulation in Washington. A FULL PAID circulation of exceptional merit and superior value.*

Tacoma, Ledger. *Average first six months 1905, daily, 15,878; Sunday 21,111; wy. 9,642.*

Tacoma, News. *Average first four months 1905, 16,212; Saturday, 17,687.*

WEST VIRGINIA.

Parkersburg, Sentinel. *daily. R. E. Hornor, pub. Average for 1905, 2,442.*

Ronceverte, W. Va. News. *wy. Wm. B. Blake & Son, pubs. Average first 7 months 1906, 2,152.*

WISCONSIN.

Janeville, Gazette. *D'y and s-w'y. Circ'n—average 1905, daily 3,149; semi-weekly 3,659.*

Madison, State Journal. *dy. Circulation average 1905, 3,482. Only afternoon paper.*

Milwaukee, Evening Wisconsin. *d'y. Av. 1905, 26,648; August, 1906, 28,153 (©©).*

Milwaukee, The Journal. *ev'g. Average 1905, 40,517; Sept., 1906, 46,100. The paid daily circulation of The Milwaukee Journal is double that of any other evening and more than is the paid circulation of any Milwaukee Sunday newspaper.*

Oshkosh, Northwestern. *daily. Average for 1905, 7,658. One year to Aug. 1, 1906, 7,904.*



THE WISCONSIN AGRICULTURIST.

Madison, Wis., Est. 1877. *wy. Actual aver. for 1905, 41,748; First five months, 1906, 47,272. Has a larger circulation in Wisconsin than any other paper. Adv. \$7.50 an inch. N. Y. Office, Temple Court. W. C. Richardson, Mgr.*

Sheboygan, Daily Journal. *Average 1905, 1,610. Only paper with telegraphic service.*

WYOMING.

Cheyenne, Tribune. *Actual daily average net for 1905, 4,511; first six months, 1906, 5,079.*

BRITISH COLUMBIA.

Vancouver, Province. *daily. Average for 1905, 8,687; Aug. 1906, 10,565. H. DeClerque, U. S. Rep., Chicago and New York.*

Victoria, Colonist. *daily. Colonist P. & P. Co. Aver. for 1904, 4,538 (✱); for 1905, 4,509. U. S. Rep., H. C. Fisher, New York.*

MANITOBA CAN.

Winnipeg, Free Press. *daily and weekl. Average for 1905, daily 30,048; daily, Sept. 1906, 35,210 wy. av. for mo. of Sept., 21,612.*

Winnipeg, Telegram. *Daily average July, 21,249. Flat rate, 42c. inch daily or weekly.*

Winnipeg, Der Northwestern. *Canada's German Family and Agricultural Weekly. Reaches all the German-speaking population of 300,000—its exclusive field. Aver. for the year end, June, 1906, 15,817; aver. last six months, 15,898.*

NOVA SCOTIA, CAN.

Halifax, Herald (©©) and **Evening Mail.** *Circulation, 1905, 15,558. Flat rate.*

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade. *Monthly. Average for 1905, 6,083.*

Toronto, The News. *Evening average daily circulation for six months ending June 30, 1906, 38,405. Advertising rate 50c. per inch. Flat.*

QUEBEC, CAN.

Montreal, La Presse. *La Presse Pub. Co. Ltd., publishers. Actual average 1904, daily, 80,259; 1905, 96,771; weekly, 48,207.*

Montreal, Star. *dy & wy. Graham & Co. Av. for 1904, dy. 56,795, wy. 125,240. Av. for 1905 dy. 68,125; wy. 126,507.*



(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,461 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and fourteen are distinguished from all the others by the so-called gold marks (◎◎).

WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎). Reaches 90% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. Aver. 1905, Daily 38,590 (◎◎). Sunday 48,731. Wg. 24,107.925.

AUGUSTA CHRONICLE (◎◎). Only morning paper; 1905 average 6,043.

ILLINOIS.

GRAIN DEALERS' JOURNAL (◎◎). Chicago, prints more ads than all others in its line.

THE INLAND PRINTER, Chicago (◎◎). Actual average circulation for 1905, 15,866.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MASSACHUSETTS.

Boston, Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON EVENING TRANSCRIPT (◎◎). Established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎). Boston. Nearly 200 of its 400 advertisers use no other textile journal. It covers the field.

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.: \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

NEW YORK TIMES (◎◎). Largest high-class circulation.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

ENGINEERING NEWS (◎◎).—The leading American authority.—*Tribune*, Scranton, Pa.

VOGUE (◎◎). the authority on fashions. Ten cents a copy; \$4 a year. 11-13-15 E. 24th St., N. Y.

THE CHURCHMAN (◎◎). Est. 1844; Saturdays; Protestant-Episcopal. 47 Lafayette Place.

ELECTRICAL REVIEW (◎◎) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly.

HARDWARE DEALERS' MAGAZINE.

In 1905, average issue, 19,020 (◎◎).
D. T. MALLETT, Pub., 253 Broadway, N. Y.

STREET RAILWAY JOURNAL (◎◎). The standard authority the world over on street and interurban railroading. Average weekly circulation during 1905 was 8,160 copies.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

CENTURY MAGAZINE (◎◎). There are few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎). daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎). Established 1874. The great international weekly. Circulation audited, verified and certified by the Association of American Advertisers. Average weekly circulation first six months of 1906 was 18,865.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great-influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.—Chicago.

PENNSYLVANIA.

CARRIAGE MONTHLY (◎◎). Phila. Technical journal; 40 years; leading vehicle magazine.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the guarantee Star and the Gold Mark—the three most desirable distinctions for any newspaper. Sworn daily average first six months 1906, 103,419; Sunday average 1906, 148,949.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND.

PROVIDENCE JOURNAL (◎◎). a conservative, enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (◎◎). Columbia, S. C. Highest quality, largest circulation in South Carolina.

TENNESSEE.

THE TRADESMAN (◎◎) Chattanooga, Tennessee semi-monthly. The South's authoritative industrial trade journal.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (◎◎). Only morning paper in Seattle. Oldest in State. A paper read and respected by all classes.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎). the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

CANADA.

THE HALIFAX HERALD (◎◎) and the **EVENING MAIL.** Circulation 16,658, Nat. rate.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

THE Denver Post, Sunday edition, October 31, 1906, contained 5,613 different classified ads, a total of 139,410 columns. The Post is the Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., MORNING RECORD, old established family newspaper, covers field 60,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times, 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (Q. Q.) charges DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

GEORGIA.

CLASSIFIED advertisements in the PRESS, of Savannah, Ga., cost one cent a word—three insertions for price of two—six insertions for price of three.

ILLINOIS.

THE Champaign News is the leading Want ad medium of Central Eastern Illinois.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want ad" directory.

INDIANA.

THE Indianapolis News during the year 1905 printed 96,982 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 296,941 separate paid Want ads during that time.

IOWA.

THE Des Moines REGISTER and LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

KANSAS.

APPEAL TO REASON, Girard, Kan.; over 300,000 weekly guaranteed; 10 cents a word.

THE Topeka CAPITAL during past ten months printed 72,390 paid "Wants," 10,637 more than all other Topeka daily papers combined; 5c. line. Only Sunday paper. Largest circulation.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

THE BOSTON GLOBE, daily and Sunday, for the first six months of 1906, printed a total of 224,269 classified ads. There were no trades, deals or discounts. There was a gain of 6,804 over the first six months of 1905, and was 96,565 more than any other Boston paper carried for first six months of 1906.



25 CENTS for 30 words, 5 days. **DAILY** ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; leading medium; circulation in excess of 14,000; one cent a word.

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

THE Minneapolis Daily and Sunday JOURNAL carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in September, 167,344 lines. Individual advertisements, 56,450.

THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, Daily or Sunday.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation (1905), 11,144; Sunday, 13,888.

NEBRASKA.

L INCOLN JOURNAL AND NEWS. Daily average 1906, 27,092, guaranteed. Cent a word.

NEW JERSEY.

THE NEWARK EVENING NEWS is the recognized Want-ad Medium of New Jersey.

NEWARK, N. J., FREIE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

THE POST-EXPRESS is the best afternoon Want ad medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

NEWBURGH DAILY NEWS, recognized leader in prosperous Hudson Valley. Circulation, 6,000.

BUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

WATERTOWN DAILY STANDARD. Guaranteed total average 1906, 7,000. Cent a word.

OHIO.

YOUNGSTOWN INDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 13,582. Publishes more Wants than any four Okla. competitors.

OREGON.

PORTLAND JOURNAL, Daily and Sunday, leads in "Want ads," as well as in circulation, in Portland and in Oregon. One cent a word. Proven circulation August, 1906, 21,352.

PENNSYLVANIA.

THE CHESTER, Pa., TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

WHY DON'T YOU PUT IT IN THE PHILADELPHIA BULLETIN?
Want Ads. in THE BULLETIN bring prompt returns, because "in Philadelphia nearly everybody reads THE BULLETIN."
Net paid average circulation for September, 1906: 220,447 copies per day.
(See Roll of Honor column.)

RHODE ISLAND.

THE EVENING BULLETIN—By far the largest circulation and the best Want medium in R. I.

SOUTH CAROLINA.

THE NEWS AND COURIER (☉☉), Charleston, S. C. Great Southern Want ad medium; 1c. a word; minimum rate, 25c.

THE Columbia STATE (☉☉) carries more Want ads than any other South Carolina newspaper.

CANADA.

THE DAILY TELEGRAPH, St. John, N. B., is the 1st want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 95,835. Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The **FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

MAGAZINE NOTES.

Scott Robinson, for three months past circulation manager of *Vogue*, is also responsible for the magazine's publicity campaign.

With the December issue the *Street & Smith Popular Magazine* will be enlarged to 224 pages, and the price raised to fifteen cents.

The American Household is now published by The Progress Magazine Publishing Company at 116 Nassau street, New York. The publishers state that the regular issue is in excess of 100,000 copies.

The Times Magazine is the name of a new monthly "magazine of democracy" that will appear in November from 500 Fifth avenue, New York. An issue of 100,000 copies is announced. J. C. Bull is advertising manager.

The Publishers' Commercial Union asserts that some of the classified advertising now appearing in prominent magazines is padded, decoy letters sent to the advertisers producing no returns. Probably the decoy letters were sent by publishers who would appreciate a little decoy advertising in their own pages.

A new magazine called *Woman* has been issued by Mr. Munsey, closely following his Railroad Man's Magazine. It will have a specialty instead of covering the entire field of feminine things. Fiction is woman's perquisite, says the publisher, and *Woman* will contain 192 pages of it, with five or six serials and innumerable short stories.

Tom Watson's Magazine, said to be one of Colonel Mann's publications, has got into difficulties financially, and on October 13 Mr. Watson gave notice that he would no longer write for it. He is still president of the corporation, and owns a fifth of the stock. It is understood that his salary is \$8,000 in arrears. The magazine will come out as usual, its publishers state, but Mr. Watson's serial on Jackson will be stopped.

The new *Ridgway's* has occasioned some surprise because of the rough paper used and its news arrangement, making it different from usual magazine standards. This the publishers say is inseparable from a weekly that goes to press a few hours before publication and must be printed on newspaper presses. The magazine is also cheapened in form to provide for the large cost of its publication in fourteen different cities. Thus far *Ridgway's* has carried hardly any general advertising.

SPECIAL ISSUE of PRINTERS' INK

In addition to the regular mailing list, PRINTERS' INK for the above date will be sent to a

Selected List of General Advertisers

between 7,500 and 8,000 in number. The primary purpose of sending these copies is to increase the number of subscribers for the paper. The fund of practical information which PRINTERS' INK annually contains would assuredly be of value to every man in this country who is conducting a campaign of general advertising, and the publishers desire to secure all such persons as permanent readers.

If you are a publisher of a newspaper or magazine of character, one that can present attractive facts for an advertiser, you can find no more effective and economical medium than PRINTERS' INK and especially the forthcoming special issue.

This assertion also holds true for anyone else who makes or deals in anything which

**For space in this issue
address at once**

PRINTERS' INK

PRINTERS' INK

November 28, 1906

large and small advertisers use. Adwriters, makers of novelty and office supplies, printers and engravers, can use this edition to bring their announcements before a responsive and responsible audience.

*Press-Day for this edition,
November 21, 1906.*

There will be no advance in the advertising rates, which are as follows:

CLASSIFIED ADVERTISING : 20 cents a line. DISPLAY ADVERTISING : \$40 a page ; \$20 a half-page ; \$10 a quarter-page ; \$3 an inch. If a SPECIFIED POSITION, selected by the advertiser, is allowed, double price is charged for the space used.

Five per cent discount is allowed from these prices if payment accompanies the order and copy.

**PRINTERS' INK 10 SPRUCE STREET
NEW YORK CITY**

PRINTERS' INK

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

17 Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 20 cents a line, pearl measure. 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded. (On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

OFFICE: NO. 10 SPRUCE ST.

Telephone 4779 Beekman.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

New York, October 31, 1906.

THE paper of smallest circulation is the best medium in which to print an untruthful advertisement.

It pays to look prosperous. Any man can do it when things are coming his way and that's when he least needs to. The time to be particular about it is when things are dragging and the road is steep. Be game and brace up on the dull days.

THE housekeeper who starts a fire and then withholds the fuel, finds the effort a failure. The situation differs in no respect from that of many advertisers who start a campaign with the necessary expenditure and then later fail to supply the fuel in sufficient quantity to keep the fire up. In such cases not only does the entire attempt go to pieces, but the whole initial expenditure is wasted, whereas, in a wisely directed campaign, this first appropriation, perhaps of little value in itself, adds its effect to those of later expenditures, conducing to the success afterward attained.

THE wise advertiser cuts out the poor papers and puts more money into the good ones.

DON'T buy big space just for the sake of having it. Don't buy more space than you can fill with red-hot business talk. If you are short on talk, go short on space also.

THE announcement which makes the reader feel that "this thing must be a good thing, I'll look into it later when I have more money and more time" differs essentially from the one which creates a desire to purchase, a belief that the advertised article is one of the necessities of creation which has escaped the reader's observation heretofore, and must now be obtained forthwith. Exaggeration may produce such effects occasionally, but, all things considered, they usually arise from the belief of the advertiser himself in the article he is marketing, creating one of the most vital elements of publicity—enthusiasm.

In the Right Direction.

Mrs. William Zeigler, widow of the late capitalist, supplies the funds for the publication and support of the new Zeigler Magazine for the Blind. It is intended for free distribution. The law concerning the carrying of second-class mail, at one cent a pound, professes to be for the encouragement of the distribution of information among the people; but forbids the admission of any periodical intended for free distribution or for distribution at a nominal price. That closes the mail bags to Mrs. Zeigler's magazine. If the law would permit of periodicals being sent free there would soon spring into existence numerous excellent publications drawing their means of livelihood solely from advertisements. The recommendation of Second Assistant Postmaster General Madden that all printed matter be admitted and carried at a uniform rate, no matter what it is or who pays for it, would straighten out many a tangle.

THERE is an impression that the headquarters of the Sphinx Club has been removed from the business office of the New York *Times* to the Advertising Department of Saks & Co.

MR. HEARST, of the New York *American*, appears to be the party responsible for the indictments now pending against the owner and manager of the New York *Herald*, for publishing the sort of advertisements that a few years ago procured for Editor Dunlop of Chicago a somewhat extended residence in the Illinois penitentiary, pleasantly situated at Joliet. As a purifier of American journalism Mr. Hearst is a cinch.

WILLIAM WATTENBURG once, and for several years, in charge of the annual revisions of Rowell's American Newspaper Directory, and later "an editorial writer" on the *Fourth Estate*; and whose death was announced in a recent issue of that paper, with an appropriate and appreciative obituary, visited PRINTERS' INK last week to assert that the report of his decease was "much exaggerated." When a paper has a large force of "editorial writers" it is sometimes rather difficult to keep some of them from going dead.

Postoffice Deficit.

The Postoffice deficit for the year ending June 30, 1906, is only \$10,516,995, against the \$14,572,534 for 1905, a reduction of over four millions. The total receipts for 1906 were \$167,932,762.95, an increase over 1905 of \$15,106,197.85, which is the greatest increase for any year in the history of the service. The percentage of increase in receipts for 1906 is 9.83, as compared with 6.42 for 1905. The total expenditures during 1906 were \$178,449,778.89, an increase of \$11,050,609.66 over 1905. The percentage of increase is less than for a number of years, and is smaller by one-third than the percentage of increase during 1905.

THE first number of *Ridgway's*, "a militant weekly for God and country" was surprisingly unattractive—but it's improving.

Practical Advertising is the name of a small monthly journal that has been launched by the Massengale Advertising Agency, Atlanta. It is probably the first PRINTERS' INK baby that has ever appeared in the South, and an indication of the new era of progress in Dixie. That it is to be a general publication, not a mere agency organ, is shown in the fact that second-class postal privileges have been applied for. The first number contains general advertising articles and news from the southern field.

Mr. Rowell's To-morrow all those persons who are interested in the long announced book "Newspapers Worth Counting" can have their curiosity gratified. No one can carefully review a dozen of its more than 500 closely printed pages without being impressed with the paucity of information available, after all the efforts of the editor of Rowell's American Newspaper Directory, that most painstaking searcher after facts concerning the number of copies produced by this publication and that day after day and year after year. "Newspapers Worth Counting" summarizes the information gathered by the Directory editor during the past seventeen years. The story is told in endless detail. There is great variety but also great similarity. "This paper seemed to assert," "Has not since made any renewal of the claim," "Failed to furnish such definite information" and so on and so on. The general advertiser who familiarizes himself with what may be learned from this novel and interesting book is likely to conclude that the less he has to do with nine-tenths of the newspapers mentioned the better it will be for his pocket-book. It must not be forgotten, however, that only one in three of the newspapers published gets any mention at all.

THE special representative, in New York, of the San Francisco *Chronicle*, is one of the most sympathetic men alive. An old acquaintance who had been out of town for a week recently met him on a street corner and remembers that in a five minute conversation Brooks asked him nine times: "How are you feeling?"

A UNIQUE little typewritten periodical is issued weekly for the benefit of the clerks and other employees of the MacCarthy-Evans-Von Arx Tailoring Co., St. Louis. About 100 copies are prepared each week, and its object is to acquaint the entire force with every move made by the management, as well as stock, fashions, etc.

THE *Dutchess Democrat and People's Plain Spokesman*, of Poughkeepsie, started a year ago as a weekly, has been lately changed to a daily. It is in folio form five days and on Saturday in quarto form. It now drops the supplementary title. The paper is backed by L. S. Chanler, Democratic candidate for Lieutenant Governor, but there is very little general advertising in it.

A Soap Trust.

British promoters are said to be forming a combination of soapmakers that will include all the prominent advertised brands in the world, taking in English, American, Belgian, French and German houses. J. Pierpont Morgan is said to be back of the enterprise, using Procter & Gamble, Cincinnati, manufacturers of "Ivory," as an entering wedge. Lever Bros., the famous English concern, have lately stopped advertising owing to an advance in raw materials. British soap men deny that a trust is being formed, saying that the arrangement is merely a trade understanding to economize production, save waste and increase the wages of employees. It will not raise prices to consumers.

THE Y. M. C. A. of Philadelphia again offers a course for the study of advertising. Weekly addresses will be given by persons prominent in the world of advertising, under the direction of Kendall B. Cressey of the *Record*.

To Reach Farmers.

The third Poultry Annual issued by *Farm and Home* is announced to appear February 1, 1907. The circulation will be 450,000. The prospectus of the special issue is very attractive, both in subject matter and illustrations. A separate page is devoted to old and new advertisers, a map is given to show the regular distribution of *Farm and Home* among the States of the Union, two whole pages tell about some of the contributors to the number, and, finally, some strong commendatory letters are printed from advertisers who used the last Poultry Annual.

Edison's Pain Killer.

Nearly thirty years ago, while suffering from neuralgia, Thomas A. Edison, the inventor, mixed a preparation of his own that gave him relief. He recommended it to a friend, who offered \$5,000 for the formula. Later a company was formed to manufacture the preparation, receiving an assignment of the formula, it is claimed. Mr. Edison is now suing this company, the Edison Polyform and Manufacturing Co., which consists of Wilbur L. Beatty and George J. Meier, of Chicago, and Tracy Horton, of Newark, N. J., seeking to restrain it from the use of his portrait and an alleged certificate from him stating he is the inventor of the drug. It was further alleged in the bill of the complainant that "the action of the defendant company, in holding out its preparation as an invention of Thomas A. Edison, tends to deceive and defraud the public and greatly injure the complainant's reputation as an inventor, by passing off on the public a liniment and other medicines as the invention and manufacture of the complainant."

THE biggest blunder a man can make is to boast he never made one.

ACCORDING to the publishers, the Cleveland, Ohio, *Leader* gained 4,799½ columns of advertising during the first nine months of 1906 over the corresponding period of 1905. This gain is larger than any other two dailies in Cleveland combined.

Reading for the Evening.

Philadelphia is regarded by many advertisers as a morning newspaper city. It would seem, however, that a change has taken place, judging from the announcement which Strawbridge & Clothier, the large Philadelphia dry goods house is running in every street car in Philadelphia. It reads as follows:

Read to-morrow's news of Philadelphia's foremost store in *Bulletin* and *Telegraph* of the day before. Our complete announcement. You have all evening to think about it.

STRAWBRIDGE & CLOTHIER.

Strawbridge & Clothier have used a whole page advertisement every day in the *Bulletin* for the last six or seven years, and recently have added the *Telegraph*. In the morning newspapers they use smaller copy.

Clothing Departure.

An advertising argument somewhat out of the rut in retail clothing publicity was that used lately by Brill Brothers, New York. To demonstrate the range of stock carried in men's clothes, this house printed in daily papers the labels of six leading American manufacturing houses whose goods it handles—the Stein Bloch Co., L. Adler Bros. & Co., Hornthal, Benjamin & Kiem, the Fecheimer Fishel Co., A. B. Kirschbaum & Co. and Michaels, Stern & Co. Another ad described the four tailoring shops that also manufacture for the firm, three in Rochester and one in New York, known as Shop L. B., Shop F. B., Shop H and Shop B. B. This information was later made a feature in the firm's fall style book.

THE Kaufman Agency, New York, is placing the advertising of Runkel's Cocoa.

THE Hampton Agency is placing the H. O. Company's advertising in eastern papers.

THE weekly edition of the Ottawa, Kansas, *Republic* has been merged with the daily.

THE American Advertising Agency, New York, is placing display advertising for the Knickerbocker Hotel.

CALOR Oxygen Tooth Powder is using magazines. J. W. Morgan, New York, is placing the business.

H. T. MEANY, New York, is placing the advertising for the A. L. Cul-Automobile Company, in southern papers.

FRANK PRESBREY Co. is making contracts for the advertising of the Seaboard Air Line in magazines and daily papers.

THE Singer Sewing Machine Company is placing display advertising in women's publications through the Hampton Agency.

CHARLES W. KESSER has resigned his position as advertising manager of the E. T. Burrowes Company, makers of the Burrowes Rustless Screens.

AFTER a career of twenty-eight years in the advertising field, twelve of which have been spent with the Philadelphia *Evening Telegraph*, L. Dietz has retired from active business.

ROBERT TINSMAN, who has been prominent in eastern advertising circles as special service manager of the Root Newspaper Association, has transferred his headquarters to Chicago, 203 Fifth Avenue, where he will direct Root Newspaper Association work in the Middle West.

Piso Consumption Cure copy is going out through the Fuller Agency.

W. Y. PERRY, the Chicago special, has moved into the First National Bank Building.

THROUGH Rudolph Guenther, Dr. Bromley of New York is asking rates on mail-order advertising.

H. C. ACKERLY, advertising manager of the Los Angeles, California, *Express*, has resigned to enter the real estate business.

M. P. GOULD, New York, is asking for rates of dailies in the larger cities upon a two-inch advertisement every other day for one year.

SOME attractive copy for Richardson & Roberts, plum-pudding makers of Dover, Delaware, is being sent out through the Arnold-Dyer Agency, Philadelphia.

MAKE the beginning and end of each of your advertisements as strong as possible. Let the opening paragraph arouse interest; the closing lines carry conviction. Then, in order to have a really good advertisement, all that remains to be done is to cut out the middle.

EUGENE COLGATE, a grandson of William Colgate, founder of the famous New York concern of Colgate & Co., died in Switzerland October 15, of pleurisy. He was fifty years old, and the son of Joseph Colgate, who retired from the business in 1860. He had lived abroad nearly all his life.

WHEN the whereabouts of parties to a suit are unknown the law provides that notice shall be given by publication in a newspaper. The merchant or manufacturer puzzled by the conflicting claims advanced in behalf of various methods of advertising will find in the italicized words a solution of the problem.

THE Show Publishing Company has been incorporated to publish the *Show*, a small stage magazine of which Channing Pollock is editor and Clarence L. Kain manager.

A NEW Hearst paper in Yiddish has appeared in New York, called the *Jewish American*. It will be published every day but Saturday, and contain matters of interest to New York Hebrews, as well as adaptations of editorials and other features from the *American*. Rudolph Block, editor of the Hearst comic section, is in charge.

Forest and Stream has a new manager in George W. Graham, formerly with C. M. Palmer, the newspaper broker, and the Sackett & Wilhelms Lithographing Co. He has inaugurated a circulation campaign for this well-known publication. The advertising manager of *Forest and Stream* is W. F. Sanborn, formerly with the New York *Globe* and Jersey City *News*.

THE well-known J. W. Barber advertising agency, long established in Boston, has been incorporated under the laws of Massachusetts. The directors are J. W. Barber, president and treasurer; Harold F. Barber (chip of the old block), assistant treasurer, and H. Wesley Curtis. The other stockholders are W. H. Weldon and B. M. Kincaid, who have been in Mr. Barber's employ for many years.

THE recent capture of Stensland, the defaulting Chicago bank president, now in Joliet penitentiary, was effected largely by the Chicago *Tribune*, and at its own expense. About \$5,000 was spent in this work, and the paper offered another \$5,000 as a reward. When Stensland was arrested through the *Tribune's* own work, the \$5,000 was turned over to the receiver of Stensland's bank for the benefit of depositors.

AN ODD SITUATION.

Not long ago a certain New York house that spends about \$30,000 a year in general advertising decided that, for the first time, it would use the street cars on one or two downtown surface lines, investing about one-fifth of its annual appropriation in this medium. The advertising agent who places its business was notified, and in turn notified the firm that controls space in the street cars wanted.

"What commission do you allow the agent?" was asked of the street-car firm's representative.

"No commission at all," he replied.

"Why, commissions are allowed in street cars of Boston, Philadelphia, Chicago—practically every other city in the United States," said the agent. Do I understand that if I place this business with you I get nothing—that I practically hand over to your firm \$600 of my income?"

"That seems to be the situation," replied the street-car man.

"Well, now, why should I hand over this money?"

"For the good of your client—if this advertising is essential to his interests then we will take it at gross price. The demand for space in New York cars is so great that it is not necessary for us to allow any sort of commission."

The agent thereupon told his client the circumstances, and the latter agreed that it would be unreasonable to ask an agent to place this business for nothing. He furthermore told the agent that he would keep out of the cars until the firm controlling them saw fit to allow a commission equal to that given by other mediums. Whereupon, despite the alleged demand for space in New York cars, the street-car firm became so persistent in soliciting both the advertiser and the agent that its representatives soon became a nuisance. Yet no concession in the way of commission was

offered, and this firm, in effect, assiduously sought a contract for which, unlike all other sellers of advertising space, it was willing to pay nothing. The advertising agent in question believes that for "cheek" such a proposition is without precedent in advertising usage, and his client agrees with him.

Two firms control space in New York cars—one the surface lines and the other the elevated and subway. It is said that some years ago the corporation operating surface lines decided that advertising privileges should be managed by its own officers, and established an advertising department to take care of this concession. The corporation's department, however, was not successful, and later the advertising privilege was again leased to an outsider. But it is furthermore asserted that with neither the surface, elevated or subway lines has the advertising privilege actually been granted to the two concerns that make contracts for space, but that the real principals in all such contracts are the street-car corporations themselves. They pay the contracting firms a salary or commission, and gross receipts come to the street-car companies direct.

Every dollar spent in New York street cars is a dollar taken out of New York daily papers. Aside from the fact that street-car advertising in New York is unquestionably profitable, it would seem to be a strange state of affairs that the Metropolitan and Interborough companies, either direct or through their representatives, should be able to market their space without paying to the creators of business, the agencies, a commission equal to what is paid by every competing medium.

WILL BEAR CLOSE SCRUTINY.

NEW YORK, Oct. 17, 1906.

Editor of PRINTERS' INK:

PRINTERS' INK is one of the publications that I scrutinize very carefully each week. Respectfully yours,

A. H. DuBois,

Advertising Manager of *Gunter's Magazine*.

GETTING THE GOODS IN.

Proper distribution of goods must usually precede a wide general campaign, and if the merchandise is placed so as to cover every corner of the nation, it often seems to make little difference what kind of advertising the manufacturer does, so long as he does plenty of it. He can take a half-page in New York dailies to say "First over the bars" or "Nature's own remedy," and these harmless statements will make sales. They may not make as many sales as some other kind of statements, but plenty of advertisers appear to find that they make sales enough. But a manufacturer who advertises in this way will not permit any trifling with the sales force that places his goods. Here the methods are sure to be up-to-date, or at least efficient as they can be made along old-fashioned lines. In the latter case, they may be Tammany methods. One of the well-known collar houses, for instance, secured its present wide distribution of goods by visiting every available haberdasher. Its salesmen did not dare take "No" for an answer. Had the dealer a line of collars made by some other manufacturer? They took them off his hands at full retail prices and put in their own goods. Occasionally a retailer was found who held out strongly for his established line. "How would you like to have a sale of those collars you have been selling all these years—a slaughter sale at two cents apiece?" The retailer seldom resisted, and then this house sold him at nominal prices goods of other houses that it had bought to get its own product in. So the scheme worked two ways, and now that manufacturer's collars are so scattered over the country, in big stores and little, cities, towns, villages and cross-roads, that almost any sort of advertising sells them. And he does almost any old sort.

But in other cases, where the manufacturer is a small fellow,

and has no drummers, and not much capital, and is introducing a novelty, he must rely on advertising in magazines to actually introduce his goods. No branch of advertising has been so admirably developed the past five years as this. The copy is usually small—it has to be. It is usually very good copy—it has to be that too. And behind it is always a merchandising scheme that leads readers to write for a sample, and a system for seeing that the reader's local dealer gets this letter of inquiry and puts in some of the goods. At first a sample was given free to readers, and the retailer stocked the goods. But when many manufacturers adopted this plan, it was necessary to improve it. Then a sample was sold direct, and instead of a bald inquiry, which might mean only curiosity, the dealer was shown proof of a sale. Then another modification followed. The reader was offered a free trial of things like safety razors. He paid for the goods when they were forwarded, and got a guarantee from the manufacturer that, if unsatisfactory at the end of a specified time, his dealer (name and address given) would refund the money. Often the goods were delivered to the reader through the dealer, instead of direct. This plan enmeshed the retailer more surely than the sale made outright, and now with a hundred modifications of the same plan, this work of getting in goods after advertising, instead of before the campaign begins, works more certainly than did the older method of bribing through drummers. It is essentially the plan for the small manufacturer. A big fellow, making shaving soap, can afford to take the back covers of magazines in color and use them as posters to impress the dealer. He is established. But the little maker of an unproved novelty, by proper use of small advertising and a good distribution plan, gets his goods in at even lower cost than the big man.

MAKING A CATALOGUE.

In catalogue making there are only two chief points to be given attention:

First—Arrangement.

Second—Durability.

Yet these are the details most often ignored, while the compiler strives for bulk and a showy make-up that mean the volume's destruction long before it has served out its appointed time.

Arrangement. This includes the quality expressed by the term "getatibility." A catalogue should be easy to consult. Goods of a kind ought to be grouped together logically. Separate sections can be provided for accessories and repair material. All matter relating to terms, discount, shipments, ordering, telegraphic cipher code, etc., ought to be compressed on the inner pages of covers if possible, or kept together near front or back covers. If such matter can be condensed in the front cover and fly-leaf, leaving the last cover and fly-leaf for an index, the ideal of a serviceable catalogue has been attained. After proper grouping of contents, the next important thing is to make a book of handy size. Hundreds of catalogues sent out are padded to make a volume resembling an encyclopedia, though examination of their pages will show wanton waste of space. A condensed catalogue bound in flexible covers is not only cheaper to produce than one of the showy kinds, but when "pocket size" is kept in mind it is not unreasonable to suppose that the man who receives such a volume will have it in a desk pigeonhole, or even in his pocket or grip, on many occasions when the big, unwieldy catalogues of competitors are gathering dust in a closet.

Durability. Few volumes outside a public library come in for so much wear and tear as a catalogue. Usually one is made to serve at least a year. Yet men who manufacture all kinds of durable merchandise will clothe such a book in flimsy paper, print it on heavily glazed stock that

cracks with handling, and economize on binding to such degree that even though a good stiff cover is put on, it usually comes off in a month. Binding is one of the most important details of catalogue making. It should be governed by the kind of catalogue one is getting out. Many tool price-lists, for instance, go to machinists, carpenters, engineers, foremen, etc., who need a book of pocket size. If flexible binding is put on such a volume, with a couple of pockets at each end for papers, a calendar, postal information and other data needed by the man who receives it, little insight is needed to see that such a catalogue will always be found in its possessor's pocket, and be out on the job with him when he wants to order. Catalogues for men who pile them up on a desk, require stiff covers, well fastened, and should be bound so as to open flat. No item of expense connected with a catalogue of any nature will give such a return as extra money spent for durability of binding. As for paper, this is a subject so complex that the United States Government has lately undertaken in the Bureau of Chemistry, at Washington, to test samples of paper and leather for durability. This service was established for public librarians, who are seeking ways of making books more durable. It has been found that the average of paper and leather put into all American books is bad. Some of the least durable is that used in the Government's own publications. Reports on library work show that the average novel has to be rebound sometimes after thirteen readings have gone through it, and none lasted more than thirty-five readings. After the second binding the paper begins to give out. When the maker of catalogues stops to consider how often his book will be thumbed over in a year, he will probably forswear glazed paper and look around for stock that is tough and durable.

ADVERTISERS who have money to burn frequently get scorched while burning it.—*Agricultural Advertising.*

A FEW WORDS ABOUT A WORD.

The funniest word in advertising?

The word "organization," undoubtedly.

You see it everywhere. In advertising copy it is one of the most overworked words in the English language. Uncle Bill Hicks, proprietor of the Ten-Cent Racket Store, who does his own clerking and has an annual turnover that just about pays him a salary in that capacity—Uncle Bill indulges in a semi-yearly grab sale of shopworn goods. He gets out some dodgers to advertise this event. How did he obtain these unprecedented bargains? An explanation is due the public, so cites them as an example of the irresistible purchasing power of his marvelous "organization." The astute gentleman who advertises tips on the races is able to name the winning ponies because he, too, has an "organization," and the minds of readers are so dazzled by this word that they forget to ask themselves why he does not get rich by playing his own tips. The business house, so big that in advertising it is a little cloudy as to what to offer, speaks with vague impressiveness of the far-reaching scope of its "organization." The little business that hasn't much to offer has always an "organization." You can scare the average business man or corporation half to death by suggesting that something is wrong with his or its "organization." It is like telling a man that he doesn't look well, and asking him if he isn't losing weight or working too hard.

As employed in most advertising, "organization" doesn't mean anything. Ofttimes it is ridiculous. Organization is like system—the simpler the better, and the more smoothly it works the less you see and hear of it. When an advertiser really has an aggregation of individuals constituting an organization, able to perform some sort of service that is valuable to the public, the best thing to talk

about is the service he offers—not the machinery. Yet sometimes the machinery is important, too. It may indicate what it does better than a description of the service performed. But describe the machinery—don't try to tell it in a single word, and one that may mean anything or nothing, and which is too hackneyed anyway. Many a firm that eschews the words "bargain" and "sale" and "slaughter" makes itself just as ridiculous by harping on "organization."

Then, an "organization"—even the best—is so fatally apt to slip a cog. You read about a certain store's wonderful "organization" in the morning paper. You go in to buy a punching bag. Seven different ushers send you to five wrong departments upstairs before you find the sporting goods department in the basement yourself. The required article is purchased with the understanding that the "organization" will surely deliver it that afternoon. Four days later it delivers a parrot cage addressed to an old maid at the other end of town. How soothing upon the ear falls the next "wonderful organization" talk of that patrticular store!

The word "bargain" has been eliminated from the advertising vocabulary of large firms because small firms long ago grabbed it and made it ridiculous. The same thing has recently happened to the word "organization." It is the little fellow's perquisite now. He delights to talk of it, to expand and gloat upon it, to roll it out, and play it up, and repeat it day after day.

Let him have it.

STILL MORE EVIDENCE.

NEW YORK, Oct. 17, 1906.

Editor of PRINTERS' INK:

As an evidence of the far-reaching circulation of PRINTERS' INK, I thought perhaps you might be interested to know that I have received a communication from Paris, France, commenting on the recent article in PRINTERS' INK on Glove Advertising.

Yours very truly,
PACIFIC COAST BORAX CO.,
Joseph Hamlin Phinney.

IN DEFENSE OF THE EXPERT.

It has become fashionable to revile the advertising expert. Trade paper after trade paper, and advertising journal upon advertising journal turn upon him their merciless batteries of satire and sarcasm. He is classed with the tree-peddler, the book agent, the green goods man, and the clairvoyant, and, doubtless, much fact can be adduced to justify these attacks. Yet, there are ad experts and pseudo ad experts, and a good many of the former are classed in the latter category, when the fault is at the critic's own door. For the individual who self-complacently asserts that he is the "Great I Am" of publicity, and knows all that is worth knowing about advertising, we can have little respect. The old student parody fits his case exactly:

"O, look at me, Professor Jowett,
There is no knowledge but I know it;
I am the master of this college,
What I don't know—that isn't knowledge."

However, there are hundreds of men in the United States to-day who, by long experience, have become possessed of expert knowledge on the subject of advertising. It is these men who are often attacked most bitterly.

Investigation will prove it to be a fact that in four cases out of five where an advertiser claims to have been gulled by the advertising man, he has himself to thank for failure. Business men who would not think of dictating to the doctor if they had pneumonia, or running counter to their counsel's advice in a lawsuit, will demur at the opinions of the expert advertiser, change his plans, stop at the fatal half-way point in the campaign, then lay the blame on the "expert." There are few advertising men who do not take into most careful consideration the opinions and experience of the advertiser with whom they deal. When they advise something radically opposed to his notions, it is generally because they have discovered some loose screw in the old way. It is up to the advertiser either to accept or to reject the proposed campaign, not to nullify it by a compromise.

There are firms—plenty of them—whose business no advertising expert could build up unless aided by a positive miracle—firms whose policy is so vacillating as to make the petty degree of success they do attain a source of surprise—firms who are constantly dipping their toes into the waves of publicity, but are afraid to strike out and get somewhere. When he offers a fair proposition, the expert deserves a thorough trial, and facts prove that the number of mistakes he makes is much less than those made by the advertiser who follows his own way.

The conspicuous successes in advertising have been won by experts—but, of course, you must first know the capability of your expert.

C. E. WALTERS.

THIS LIGHTENS THE EDITOR'S BURDEN.

2 Elm Street,
NEW YORK, Oct. 15, 1906.

Editor of PRINTERS' INK:

We take pleasure in inclosing you herewith \$2 for continuation of our subscription to your valuable paper, and can say that it is one of the most profitable investments in the line of subscriptions made by us.

Yours truly,
AGENTS' GOODS CO.

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

WANTED—First-class circulation manager. Permanent position. BOONE (Iowa) NEWS-REPUBLICAN.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

WANTED—A position as advertising or circulation manager. Four years of practical experience. Best of reference. Address "C. E." care of Printers' Ink.

WANTED—Linotype composition, 20c. per thousand for 8-point and 10c. for 6-point. Write for complete rate card. Address FRANK B. WILSON, Kenton, Ohio.

SALESMAN who can show good record in any high grade line. Straight salary to right man. Choice of territory. Call, write. HAP-GOODS, 306 Broadway, N. Y.

EXPERIENCED advertising solicitor wishes to represent high-grade Trade publication in New York and vicinity. Address for particulars, "SOLICITOR," care Printers' Ink.

THOROUGHLY competent advertiser wants a position; forceful, pulling copy and excellent ideas; limited experience; good business man; trained salesman. "PUSH," care Printers' Ink.

NEWSPAPER POSITIONS open for advertising solicitors of successful experience. Straight salary propositions. Write for Booklet No. 7: **FERNALD'S NEWSPAPER MEN'S EXCHANGE** (estab. 1898), Springfield, Mass.

WANTED—Bright, wide-awake young man to edit house publications and do adwriting in advertising department of large manufacturing concern. Salary not large to start, but ability will be recognized. Applicants give full particulars in first letter. Address "EDITOR," Box 177, Cleveland, Ohio.

\$10,000 ADVERTISING man, with unbroken successful record, desires backer or partner for good Eastern trade paper proposition or to develop the publicity end of a growing business. A living salary and reasonable share of net results required. Address "UNITY," care of Printers' Ink.

A CHICAGO Social Agent who has for many years represented three specially high-grade dailies, published at widely separated centers, and to whom he is at liberty to refer, would be glad to add one or two more of the right sort, issued at points that do not compete with those he now works. Address **CHICAGO SPECIAL**, care of Printers' Ink, New York.

WANTED—A man to act as advertising manager who has had some experience and who is competent to solicit among local advertisers and write advertising copy.

The situation to be offered is a permanent one on a newspaper in a city of over fifty thousand inhabitants. Please state age and experience, giving confidential references, and address "FRANKLIN," care of Printers' Ink, 10 Spruce St., New York City.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$2 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$1,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 143 Metropolitan Annex, New York.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—An experienced and practical man to manage a job and newspaper plant, with a daily and weekly paper; doing an annual business of over \$25,000. Desires party able to buy an interest and take full charge of the business. For particulars address "L.B.," care Printers' Ink.

WANTED

In several States, experienced men as exclusive agents for handling Commercial Calendars, Catalogues, and Show Cards. Best references required.

CAMPBELL ART CO.,
Flatiron Bldg., New York.

TO EDITORS AND PRINTERS.

Do you want the Hoyle of the Printing Game? Send 50 cts. for the **WAGAZINE STYLE CODE**, a codification of the Devine System. Contains a dictionary of capitals, lists of compounds, and hundreds of alphabetized and classified rules.

CROWN PUBLISHING CO.

560 Sycamore St. - Oakland, Cal.

"ADVERTISERS' MAGAZINE"—**THE WESTERN MONTHLY** should be read by every advertiser and mail-order dealer. Best "School of Advertising" in existence. Trial subscription ten cents. Sample copy free. **THE WESTERN MONTHLY**, 315 Grand Ave. Kansas City, Mo.

A NEWSPAPER advertising solicitor, of broad experience in the general field, who has demonstrated by actual results his ability as a soli-tor on a merely common basis, would like to make arrangements with an up-to-date periodical, a trade journal, where an intimate knowledge of technique is not required, preferred, to solicit business. An all-around experience is desired, and the proposition must present a promising future to a man who is willing to devote thought, labor and energy to the attainment of his purpose. If ambition is a quality appreciated by a publisher, please communicate with **HERMANN ROSMUS**, 1153 Myrtle Ave., Brooklyn, N. Y.

MAN WANTED

We want a high-class advertising solicitor, with a clean record, who is a space seller, and who can close contracts, for a high-class weekly trade journal which has now over fifteen thousand readers and growing steadily. Established 26 years. Well known and popular. A proved result bringer. Liberal commissions. State age and experience. Address **THE MERCHANTS' GUIDE**, Philadelphia, Pa.

SUPPLIES.

ADVERTISING THERMOMETERS sell easily because of good investment. Liberal selling proposition to advertising men. Ask Booklet P. **TAYLOR BROTHERS CO.** Rochester, N. Y.

HAND Printing Presses, type, stands, racks, quads, cases, etc. Send postal for list of type. **KUESTNER**, 244 E. 125th St., New York.

D. WILSON PRINTING INK CO. Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

A 9-Inch Agate Type Rule

made of metal. Measures both leaded and solid. Other type measures and type tables embodied. 50c. postpaid. Send for folder. **L. ROMMEL, Jr.** 61d Merchant St., Newark, N. J.

PASTE for shipping labels, mailing wrappers, trunk linings, cigar box labels and all other purposes. **Bernard's Cold Water Paste** is positively best. Virginia-Carolina Chemical Co. use it exclusively in 16 factories. Sample free. **CHAS. BERNARD**, Tribune Building, Chicago.

89 Adwriting Rules (Enlarged Edition)

gives in a condensed form practically the same instructions, type information, tables, etc., in advertisement writing that a \$25 to \$40 course teaches. Postpaid, 25c. Stamps or coin. A quarter's worth of the quarter back. **L. ROMMEL, Jr.**, 61d Merchant St., Newark, N. J.

ADDRESSING MACHINES AND FACSIMILE TYPEWRITERS.

AUTO-ADDRESSER—An office machine that saves 90 per cent. Besides selling the "AUTO-ADDRESSER" we make an **IMITATION TYPEWRITTEN LETTER** and fill in the address so that it cannot be distinguished from the real. We do wrapping, folding, sealing, mailing, etc. Ask us.

AUTO-ADDRESSER, 310 Broadway, N. Y.

ADWRITING.

I WRITE good advertising, booklets, form letters and store papers. **R. E. GRANDFIELD**, Fall River, Mass.

PAPER.

B BASSETT & SUTPHIN,
45 Beekman St., New York City.
Coated papers a specialty. Diamond B Perfect.
Write for high-grade catalogues.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave.
N. Y. Medical journal advtg. exclusively.
H. W. KASTOR & SONS ADVERTISING CO.
PANY, Laclede Building, St. Louis, Mo.

THE IRELAND ADVERTISING AGENCY.
Write for *Different Kind Advertising Service*.
935 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 35 Broad Street, N. Y.
General Advertising Agents. Established
1872. Chicago. Boston. Philadelphia. Advertising
of all kinds placed in every part of the world.

ILLUSTRATORS AND ILLUSTRATIONS

ADVERTISING Cuts for Retailers: good; cheap.
HARPER ILLUS. SYNDICATE, Columbus, O.

PRINTERS.

PRINTERS. Write R. CARLETON, Omaha,
Neb., for copyright lodge cut catalogue.

WR print catalogues, booklets, circulars, adv.
matter—all kinds. Write for prices. **T**HE
BLAIR PTG. CO., 514 Main St., Cincinnati, O.

DIRECTORY OF NOVELTY MANUFACTURERS.

AGENTS wanted to sell ad novelties, 25¢ com.
3 samples, 10¢. **J. C. KENYON**, Owego, N. Y.

CRYSTAL Paper Weights with your advertise-
ment, \$15 per 100. Catalog adv. novelties
free. **ST. LOUIS BUTTON CO.**, St. Louis, Mo.

CELLULOID and Metal Buttons, Advertising
Novelties, largest assortment, lowest prices.
Samples sent. **JAMES HENDERSON**, Room 1804
—150 Nassau St., New York.

WRITE for sample and price new combination
Kitchen Hook and Bill File. Keeps your ad
before the housewife and business man. **T**HE
WHITEHEAD & HOAG CO., Newark, N. J.
Branches in all large cities.

FOR live advertising novelties, specialties,
business souvenirs, calendars, signs, read
THE NOVELTY NEWS, official organ of the manu-
facturers. Full of suggestions. Illustrated. 50¢.
a year. 173-4 Washington St., Chicago.

BOOKLETS.

AD POINTS. A booklet for the retailer.
Money's worth or money back, 25 cents.
J. H. KATHBUN, Sedalia, Mo.

ADVERTISEMENT CONSTRUCTORS.

THERE IS NO
business on earth so little (absolutely none)
that it cannot be made interesting to a class of
people that once they are thoroughly interested
can be secured as customers. Of course, about
some things there may seem to be "nothing new
to say," but such "nothing" is only skin deep. I
enjoy hearing from the man "whose business is
not like other people's," and so cannot be profit-
ably advertised," as the real or fancied difficul-
ties of the situation are a powerful stimulus to
me.

I make Circulars, Folders, Price-Lists, Cata-
logues, Trade Primers, Circular Letters, An-
nouncements, Mailing Cards, Booklets, Notices,
Newspaper, Periodical and Trade Journal Ad-
vertisements, etc., etc.—all of these with "peculiar-
ities" of their own that may show small rever-
ence for stereotyped methods, but which invari-
ably shun mere flippancy or "horse-play."
No. 66, FRANCIS I. MAULE, 402 Sanson St., Phila

COIN MAILER

\$2. 60 PER 1,000. For 6 coins \$3. Any printing.
ACME COIN MAILER CO., Burlington, Ia.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and
quickest. Price \$15. **F. J. VALENTINE**,
Mfr., 175 Vermont St., Buffalo, N. Y.

ADDRESSES FOR SALE.

MAILING LIST—Denver business complete
classified 7,000 names. Issued quarterly. \$1
per year. **BROWNELL GUIDE**, Denver, Colo.

HALF-TONES.

NEWSPAPER HALF-TONES.
2x3, 75¢; 3x4, \$1; 4x5, \$1.60.
Delivered when cash accompanies the order.
Send for samples.
KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square
inches or smaller, delivered prepaid, 75¢;
6 or more, 50¢ each. Cash with order. All
newspaper screens. Service day and night.
Write for circulars. References furnished.
Newspaper process-engraver. **F. O. Box 515**,
Philadelphia, Pa.

CARD INDEX SUPPLIES.

GET prices on Stock Cards and Special Forms
from manufacturers. Cards furnished for
all makes of cabinets. Special discounts to
Printing Trade.
STANDARD INDEX CARD COMPANY,
707-709 Arch St., Philadelphia, Pa.

PREMIUMS.

THOUSANDS of suggestive premiums suitable
for publishers and others from the foremost
makers and wholesale dealers in jewelry and
kindred lines. 500-page list, price illustrated
catalogue (20¢) Greatest book of its kind.
Published annually, 35th issue now ready; free.
S. F. MYERS CO., 47w. and 49 Maiden Lane, N. Y.

FOR SALE.

QUICK. Slightly used press for making rub-
ber stamps. Good as new; \$150. **AUTO-
MATIC ADDRESSING CO.**, 403 E. Oliver St.,
Baltimore, Md.

WILL save you \$250. Absolutely new Com-
posityper; never used; for sale to quick
buyer. Costs hundreds of faces and sizes. **AUTO-
MATIC ADDRESSING CO.**, 403 E. Oliver St.,
Baltimore, Md.

FOR SALE—Immediately, to make room for a
larger press, Cox Duplex Anglo Bar eight-
page press, with ten-page attachment. Four
years old and in good condition. Can be seen in
operation at our office. **MORNING POST**, James-
town, N. Y.

FOR SALE—Campbell Cylinder Press; prints a
six-column full newspaper; speed 1,500 per
hour; as good as new; does excellent job work;
can be seen in operation. Price, \$275. \$100 down
gets it. Owner has discontinued his newspaper.
THE SUMMERSETT PRESS, Red Bank, N. J.

FOR SALE—Complete newspaper and job plant
in excellent condition, publishing daily 1,600
circulation, weekly 2,500, in growing city of 12,000
population; doing between \$2,500 and \$3,000 of
business per month and steadily increasing; in
splendid field to improve. For particulars, price
and terms, write **C. A. MCCOY**, Lake Charles, La.

ESTABLISHED PUBLICATION, with paid sub-
scription list; entered in New York F. O. A
class paper (monthly mechanical) in a large
field, occupied by only three other similar jour-
nals. Been published regularly for ten years.
Owners have other large business interests, and
will sell on reasonable terms. Detailed in-
formation will be given to interested parties in
person. For appointment, address "PERIODI-
CAL," Printers' Ink Office.

ADDRESSING MACHINES.

ADRESSING MACHINES—No type used in
the Wallace stencil addressing machine. A
card index system of addressing used by the
largest publishers throughout the country. Send
for circulars. We do addressing at low rates.
WALLACE & CO., 29 Murray St., New York,
401 Pontiac Bldg., 358 Dearborn St., Chicago, Ill.

NEWSPAPER OPPORTUNITIES.

DAILY plant, invoicing \$10,000, to be moved
from the city. Reason—consolidation. Price
\$4,000. **BOONE (Iowa) NEWS-REPUBLICAN**.

TO ADVERTISERS.

LET US DISTRIBUTE your advertising matter. We have an organization that enables us to cover any territory and reach any class of people. Through reliable Distributors located throughout the United States and Canada, we can distribute your matter more effectively and for less than half the cost to you in any other way. **OUR DISTRIBUTORS' DIRECTORY** mailed free to Advertisers desiring to make contracts direct with our Distributors. We Guarantee Good Service. References—Bradstreet. **NATIONAL DISTRIBUTING CO.**, 700 Oakland Bank Building, Chicago, Ill.

LETTERS FOR SALE.



24,000 AGENTS' LETTERS for SALE. We have 24,000 original first reply agents' letters. They have sent us over \$12,000 for our goods. We will sell cheap if all are taken at one time. **DOMESTIC MFG. CO.** (Desk 8), MINNEAPOLIS, MINN.

TYPE AND PRINTERS' SUPPLIES.

ORIGINAL DESIGNS in type for advertising purposes. Our type is used more extensively in advertising matter than any other make in the world. Specimen pages on application. **AMERICAN TYPEFOUNDERS CO.**, New York.

PATENTS.

SHEPHERD & PARKER. Solicitors of Patents and Trade Marks 508 Dietz Bldg., Washington, D. C. Highest references from prominent manufacturers. Hand book for inventors sent upon request.

PATENTS that PROTECT.

Our 8 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. B. LACEY**, Washington, D. C. Estab. 1869.

PHOTO-ENGRAVING.

PHOTO-ENGRAVERS, Designers, price list and samples sent on request. **STANDARD ENGRAVING CO.**, New York.

ADVERTISING MEDIA.

THE RECORD is the *Woman's Home Companion* of Troy and Central Miami County, Ohio. Only daily. Low-class medical, lost manhood, monthly regulator, fake financial, liquor, etc., advertising barred. Send for sample copy.

The Farm Queen

Guarantees Returns to Advertisers

Let us insert your ad in **FARM QUEEN**. If same does not pay you, don't pay us. Send ad, at rate 50c. per inch each insertion. Forms close 25th each month. Address **THE FARM QUEEN, Baltimore, Md.**

COIN CARDS.

\$3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

PUBLISHING BUSINESS OPPORTUNITIES.

MONTHLY Trade Paper, High standing in its field, Has fair circulation. Gross business about \$15,000. Capable of great increase. Can be bought right. Investigate to day.

EMERSON P. HARRIS, Broker in Publishing Property, 253 Broadway, New York.

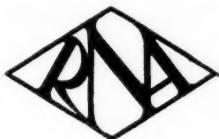
After Nineteen Years

After nineteen (19) years' experience we find that the inks you sent us are the best we ever used.—*Daily Leader, Fulton, Ky.*

My sample book, containing one hundred and twenty-five specimens of my best selling inks, can be had for the asking. All I ask is a comparison of same with the samples issued by my competitors, and if mine are not as good or better at about one-half the price I shall not expect an order. The purchaser need have no fear about paying for the goods in advance, as they can be returned at my expense if not found as represented. Thirteen years selling inks for cash, with a record of never having trusted any one, is a reputation which no other ink house in the world can equal.

ADDRESS

PRINTERS INK JONSON,
17 Spruce St., New York.



*An Open Letter to the
Advertisers of the Middle West.*

GENTLEMEN :—

On and after November 1st I will be associated with the Western division of the R. N. A. with headquarters in Chicago, from which center I will cover the Middle West in the interests of the manufacturers and distributors of Department Store Goods.

I will represent the special equipment of the R. N. A.—the most powerful sales factor in modern merchandising.

My only argument for *your* business will be a R. N. A. service—by proof the most efficient, practical and positive method you can command. It is a *special service*, in the sense that our people are all trained merchants as well as advertising men, and their work shows it.

Anything in Advertising—trade paper, magazine, newspaper, street-car cards, billboards—what you need—is what I can supply. More—when I see you.

Yours very truly,

Rob. Pinsman

For R. N. A.

MEMBERS OF THE R. N. A.

DRY GOODS ECONOMIST, New York.

DRY GOODS REPORTER, Chicago.

DRYGOODSMAN, St. Louis.

GARMENT BUYER & MANUFACTURER, New York.

ROOT NEWSPAPER AGENCY, New York.

THE recognized leading newspaper of Southwest Texas is the **SAN ANTONIO EXPRESS**. Absolutely without competition in its field. Pays all advertisers. Circulation: Daily, 14,300; Sunday, 19,200; Semi-Weekly, 19,000. As a classified advertising newspaper the Express ranks A1.

The retail merchants and the jobbers of San Antonio will testify to the fact that the San Antonio field may be covered thoroughly by the use of the Express alone, and that it cannot be covered nearly as well by the use of all other San Antonio papers combined.

Inquiries from San Antonio merchants will result in justifying you in picking out the Express for your advertising in that city and territory.

Address Express Publishing Co., San Antonio, Texas, or Jno. P. Smart, Mgr. New York Office, Room 628, 150 Nassau Street, New York, N. Y.



Don't miss reading this, even tho' you may spend only \$50 a year on printed matter.

**Positively Startling
STOCK CUTS**

Dashy — Brilliant — Unusual

Just the thing for a man in search of something unique and out of the ordinary

Every advertiser, in getting up a piece of advertising matter, booklet, circular or mailing card, feels the need of some kind of a clever, snappy illustration to attract the attention of the public. You yourself have probably experienced this. You may have wanted a cut, but did not know just how to go about it to get a *good* one; and experience has probably taught you, as it has taught others, that the *ordinary stock cuts* supplied by printers are **not worth using**.

To have an artist make a new design means much time and expense; besides it is hard to find an artist (there are only a few in this country) with power to produce artistic and original designs having *strong advertising value*.

We figured it out that hundreds of advertisers would appreciate and use **stock cuts** adapted to their needs and sold at reasonable prices.

Our Mr. Gibbs, who for over ten years prepared and planned the highly original and business-producing advertising matter of the National Cash Register Co., collected designs and suggestions in New York, Paris, Berlin, Milan, Madrid and other cities. From these designs we have produced a series of remarkable cuts—cuts of handy sizes for Booklet Covers, Cards and

other advertising matter. These cuts are made up in two colors, and the effects produced are really stronger and better than the most elaborate three or four color designs. Why? Because they are astonishingly brilliant and eye-attracting.

We have printed a book showing these cuts in colors, some in Red and Black, others in Brilliant Green and Black, giving various combinations that will appeal to every lover of the artistic.

Each cut is priced at a moderate figure. The number of the cut, the price and suggestion for appropriate reading matter, accompanies each illustration.

We charge 25c. (in stamps) for this book. *It is easily worth \$5.00 for the ideas alone that it contains.*

The edition is limited. It is such an expensive production that it would not pay us to print a second edition, so if you want a copy you had better send in your order to-day.

Put 25c. in stamps in an envelope (or 12 twos if you have no penny stamp) and simply say, send "Stock Book No. 1," and you will receive by return mail a book that you would not part with, if you could not secure another copy, *for many times that amount.*

THE PATTERSON-GIBBS CO.

Advertising Engineers

Heyworth Building

CHICAGO

NOTE.—The supplying of stock cuts to advertisers is simply one branch of our business. Our main business is the planning and preparation of advertising campaigns and the furnishing of advice on all questions relating to the advertising and selling of goods.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE FREE OF CHARGE
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

The use of half-tone pictures from photographs or wash drawings results, under some circumstances, in a very pleasing and life-like effect, but for general magazine use, where but a very small space can be devoted to the picture, the half-tone lacks the necessary strength and opportunities for contrast. It will be noted in the collar advertisement, marked No. 1, that the small space

limited space but places the three busy individuals in a most dis-

THE COLLAR OF STYLE, COMFORT AND LONG WEAR

for men who want what is right, at a price that is just.

London Town Brand Linen Collars

They are made of "LINEN"—4-ply
—are collar-shrunk (not piece-shrunk), by
the London Town Process, come in $\frac{1}{4}$
sizes; actually the 25c quality at

2 for a Quarter

They wear well, wash well, look well,
feel well.

We back up our statement of all-around
excellence by a warrant bond handed around
each collar, guaranteeing high quality.

If your dealer cannot supply you, send twenty-
five cents for two London Town Linen Collars.
Get them, our "Bannister," an up-to-date
collar for up-to-date men.

Morrison Shirt and Collar Co.
Dept. F, Glens Falls, N. Y.

Send for book "How Wide Linen You." It's FREE



NO. 2

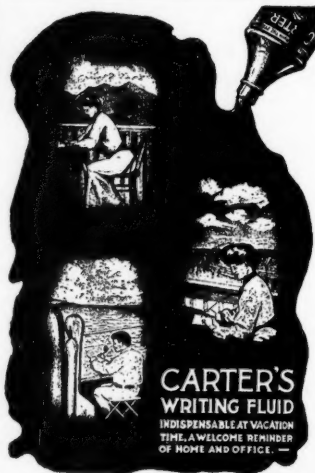
ressing plight. These people, we
should judge, are letter-writing

NO. 1

which is devoted to the face and neck of the man produces a very unsatisfactory effect; the man doesn't look well, neither does the collar show up properly. The style of treatment in the illustration marked No. 2 gives, in practically the same space, a better face and a better collar.

* * *

A blot is a thing to be avoided, but in the quarter page advertisement of the Carter Writing Fluid, someone has stepped upon the tube and there is the mischief to play, for it not only smears the



CARTER'S
WRITING FLUID

INDISPENSABLE AT VACATION
TIME, A WELCOME REMINDER
OF HOME AND OFFICE.

under difficulties. The few lines of copy make the startling statement, that, during vacation time, Carter's Writing Fluid is a welcome reminder of home and office, whereas the majority of weary persons who do steal a week or so from work, are more anxious to "Forget it" than otherwise. A sensible display of the bottle or tube, whichever it may be—and that fact is in doubt from the illustration—one strong figure with appropriate background and enough talking copy to make a definite understanding between axle-grease and tooth-paste, would show up the Carter Ink to be happily useful for writing purposes.

There is a certain neatness and daintiness about this Dwight Manufacturing Company advertisement which is commendable. To say that this advertisement is not a good one would be unkind and unjust. It looks first rate under most circumstances, but

served and the advertisement greatly strengthened by the introduction of a little black here and there to touch it up and produce contrast.

The Novelty Manufacturing Company seems to have missed a trick in the advertisement shown here. A good picture of the heater advertised is shown and in addition a sectional diagram which



SHEETING FACTS

Send Us a Postal Card

and we will send you samples of the best sheeting made, and "Sheeting Facts" giving much interesting and helpful information about Sheets, Sheeting and Pillow Cases. Always demand "Dwight Anchor" Sheets, Sheeting and Pillow Cases, and be sure that this anchor trade-mark is on each of them.

If your dealer does not sell them, write us for them.

Dwight Mfg. Co., New York



when you put an advertisement like this in company with other advertisements having more contrast and snap to them it begins to fade away and lose itself. The dainty effect could have been pre-

Aluminum Oil Heaters

SALES FAR OVER THE MILLION MARK

BUTLER & JOHNSON, Syracuse, N. Y. Inc.
 "We have sold over 50,000 Aluminum Oil Heaters during the past ten years and have returned a single one for repairs or exchange."
 "The only Oil Heater in the world equipped with a perfect SAFETY BURNER."
 "The work does not enter the oil tank. Repairs are instantaneous."




There is a deflector or partition in the drum which prevents the heat escaping direct to the ceiling as with other oil heaters. On the contrary, the Aluminum Oil Heater radiates heat like a "stove" from the bottom and sides as well as the top.
 Flame burner is of one solid piece of stamped steel. No perforations. It is made up with only substances, therefore all is free from smoke and odor. Any child can take out the wire and put in another without trouble.
 Every Aluminum Oil Heater is thoroughly guaranteed.
 When is the Oil Heater your trouble because it is the Oil Heater not guaranteed to be constantly sending a clerk or man out to work and repair them.
 The Aluminum Oil Heater meets your expectations and it is the only Oil Heater in the world that does. Give your trade the best—there's money in it.
 Get your order in early. There's money in that, too.

NOVELTY MANUFACTURING CO., Dept. T, Jackson, Mich.

evidently means something. A number of fists point to parts of this diagram and arouse curiosity as to what those parts may be, wherein they differ from other heaters, and what their particular advantages are. The copy is naturally expected to supply this information, but it does not. Very probably if these separate points were taken up and explained the advertisement would be both interesting and convincing, as it would show wherein this particular heater was superior to others. This is a common error in trade paper advertising, cuts obviously intended to call attention to and exploit certain features of an article are used in the advertisements with absolutely no explanation to enable the reader to determine what it is all about.

READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

MAC MARTIN,
Advertising Specialist,
MINNEAPOLIS.

Editor Ready Made Department:

Sometime last spring there was an inquiry in your department for lumber ads. I believe you published two which I read with great interest, for at that time I was preparing a campaign for the Salzer Lumber Co., of this city. I am mailing you in a separate envelope a few of these advertisements, as they appeared in the *Minneapolis Journal*.

I find that the first ads of this series, explaining more technically what the Salzer Dryers are, have been mislaid. Although in my position I have had very little opportunity to learn what business these advertisements actually brought, we heard considerable comment.

I attempted in these ads to let the word "lumber" appear in as many headings as possible for the reason that there are a great many readers of the daily papers who are not at all interested in lumber, and there are a great many lumber readers who are not interested in reading advertisements which simply have a general catch line.

The featuring of the "Salzer dryers" caused quite a disturbance among the other dealers. The dryers are nothing more or less than well constructed sheds.

My customer, like myself, is a great admirer of **PRINTERS' INK** and its opinions, and I have told him that I would send these proofs to you and ask you what you thought of them. Do not hesitate to knock because he has paid his bill long since.

With best wishes, I am,
Very truly yours,
MAC MARTIN.

The sixteen ads that came with the above letter show how easy it is sometimes to make good advertising not so much of the goods themselves as of the way they are cared for and handled. The average lumber dealer, when approached by the newspaper man with an advertising proposition, reasons that lumber is just lumber to the average buyer and there isn't much to be said about it in the newspapers. But these ads strike what is to me a new note in lumber advertising and create a

strongly favorable impression without saying a word as to the different kinds and qualities of lumber, or their prices. They just pound away on *dry* lumber and tell *why* it's dry. Dryness is, I presume, the first requisite in lumber for building purposes—the quality that is uppermost in the buyer's mind—and that point well established in his mind, the rest ought to be much easier. I believe, however, that after a strong series like this on the subject of dryness there should be another in which alternate ads should go more into detail as to kinds and prices, with just a line or two at the bottom on the "Salzer Dryers" to keep that good thought going. Three of the ads are reproduced herewith to show their tone and typography, and others of the series will be reprinted in coming installments of this department.

Some of the Best Coal Advertising I Have Ever Seen is Contained in a Series Now Running in the Albany (N. Y.) Evening Journal. This is One of Them.

Coal Sense

No. 37.

I deliver three-quarters of my coal the day it's ordered, and every bit the day it's promised. And the coal I deliver is as free as possible from dust, because the screens on the outside of my Water street shed are movable.

I shall be glad of an opportunity to talk to you about your Winter's coal, whether it is a large amount or only a little.

I am satisfying a lot of people, and I know I can satisfy you. Won't you call up 827, either 'phone. Give me a trial order, and make me prove it?

JOHN T. D. BLACKBURN,
108 No. Pearl St.,
Albany. N. Y.

WE SELL LUMBER



But we are particular about the kind of lumber we sell. You want dry lumber. We have spent thousands of dollars in constructing the "Salzer Driers." We place our lumber on concrete drying blocks under sheds, arranged to dry lumber out in the quickest and best form. Selected lumber, bone dry, ready to deliver.

**SALZER LUMBER
COMPANY**

2400 Washington Ave. N.

DRYING LUMBER

No matter how hard you try to keep your lumber dry, if a day like today comes along, unless the lumber is under a shed it is as good as green again. The rain does not make any difference to lumber in the "Salzer Driers." Insist upon dry lumber.

**SALZER LUMBER
COMPANY**

2400 Washington Ave. N.

NEW LUMBER



Yes new lumber is green. We get just as much of it as the rest. But the question is—how long does it *Stay Green*. The "Salzer Driers" are so constructed as to produce bone dry lumber within a week after it comes from the mills. Going to build? Phone to the "Salzer Driers," Main 892, T. C. 41031.

Salzer Lumber Co.,

2400 Washington Ave. N.

SILBERSTEIN & BONDY COMPANY,
Dry Goods,
9 & 11 West Superior Street,
DULUTH, Minn.

Editor Ready Made Department:

We inclose herewith a copy of our last Sunday's ad announcing the adoption of the simplified spelling in all future ads. We note that on the following Monday John Wanamaker, of Philadelphia, made the same announcement. We think we are the first merchants in the country, at least to our knowledge, adopting this system. We would be glad to have your opinion as to the policy of making this a feature of a store's ads, which opinion we shall duly appreciate.

Very truly yours,
SILBERSTEIN & BONDY Co.,
Per E. A. Silberstein, Mgr.

The ad referred to is dated August 26, 1906. Whether it proves that Silberstein & Bondy were a day ahead of Wanamaker in the adoption of reformed spelling, I do not know. It's of little or no consequence, anyhow. Nor is the mere detail of spelling, in itself, likely to make any material difference in the volume of business. Few will be very critical of your spelling if your goods and prices are right and well presented; still fewer will buy or refuse to buy because of the brand of orthography. There is much to be said in favor of Carnegie "spells"—particularly in advertising, where unnecessary letters mean unnecessary dollars for space. No harm can come, and much good may result, from its use in publicity, but I do not regard it as of serious, or at any rate, immediate importance. The page ad in which the adoption of reformed spelling is announced is exceptionally well typed and attractive.

A New and Effective Way of Saying It. From the New York Times.

Let the Wires Climb the Stairs.

Extension Telephones save
many steps.
50c. per month.

NEW YORK TELEPHONE
COMPANY,
15 Dey Street,
New York.

A Kind of Advertising Not Often Seen in the Display Columns, With a Half-tone of the "Home" and Its Proprietress. From the Des Moines (Ia.) Capital.

Where Shall I Go?

TO MRS. WEST'S MATERNITY HOME.

This new hospital just finished is the finest and best equipped home of its kind in the West. Everything is modern and up-to-date.

No finer place for unfortunate girls or married women, where they will have the best medical attention, good board and rooms.

Prices in reach of all. Work furnished to help pay expenses when needed.

Mrs. West is certainly a friend to the unfortunate. Babies adopted in good Christian homes.

Take a Cab at the Depot for

1314 Thirty-fifth St.,
Des Moines, Ia.

A Strong Word Picture. From the Sioux City Tribune.

A Ship Without a Rudder

Such is a man without money. On the sea of adversity, in the storms of need, he is tossed about on the seething waters of circumstance and driven before the gale of poverty, all because in times of sunshine he has failed to lay aside a little of his earnings as a rudder in times of storm. Open a Savings Account

With Us To-day.

Start it with a dollar; add a little to it every week or month—we'll add to it four times a year by compounding the interest, and before you know it, you will have built a ship that will ride any storm. That's all there is to it—start, and the rest is easy.

FIRST NATIONAL BANK,
Sioux City, Ia.

The Crown Bank of Canada, whose location is not divulged by a brief note accompanying some of its ads sent to this department for criticism, nor by the ads themselves, makes very good use of a two-inch double-column space. The headline, which is set at one side in each ad, is a reproduction of handwriting not particularly easy to read but sure to get attention because somewhat unusual. The text is very brief and direct and the entire ad is taken in almost at a glance. The work as a whole is decidedly creditable to the lady in charge of this advertising. Here are some of the ads, and others will appear in later issues:

KEEP THE CHANGE.

When a woman uses the small check book that can be carried in her handbag, she pays for her purchases by check and keeps the change safe in

THE CROWN BANK OF CANADA.
34 King Street, West.

HAVE YOU TWENTY CENTS?

Hold on to it! Get interest for it! Make it twenty dollars—then two hundred! By placing it in the Savings department of

THE CROWN BANK OF CANADA,
34 King Street, West.

A Strong Comparison; but When a Thing Costs No More Than Inferior Articles of the Same Kind That Is a Good Reason for Printing the Price.
From the Washington (Pa.) Reporter.

A Spice Instance.

What would you think of a merchant who would sell you lemons from which the juice had been squeezed out, And yet many of the so-called pure spices are those from which the oil has been extracted.

Our Symond Inn Spices contain every bit of the oil—it's this which gives them their strength and richness of flavor.

Cost no more, but are worth double.

L. S. VOWELL.

Druggist,

62 South Main Street,
Washington, Pa.

1849-1906.

Good Idea for Savings Bank Advertising. From the Texarkana (Ark-Tex.) Evening Texarkanian.

This Ad Good for 50 Cents.

Clip this announcement and bring it in person or send it in by mail with \$4.50 and we will start a bank account for your child with a credit of \$5, which will earn interest. The account may be carried in the name of any child under twelve years of age. Teach the young people to save. The only practical way to do it is with a bank account. Add a dollar a week to the account and see it steadily climb to \$700 in less than ten years! Begin now, under the terms of our Free Deposit Offer.

We pay four per cent on Savings Deposits.

TEXARKANA TRUST COMPANY,

219 Vine Street,
Texarkana, Ark.-Tex.

The Direct Style That Gets Down to Business at Once; but More Space Might Have Been Given to the Skirt.
From the Louisville (Ky.) Evening Post.

Coming to Louisville, Buy a \$5.00 Skirt.

A splendid opportunity is just now offered people living within 100 miles of Louisville to come here at our expense and make their purchases. We are members of the Retail Merchants' Association and refund railroad fares until October 13, according to the rules of the association. As soon as you arrive in the city, come to our store and arrange with us to rebate your fare.

One of the "V" labels on a Walking Skirt from the Straus store is a guarantee of quality and style. No other store in the country is entitled to use this label; no other firm in the United States gives such splendid values in Skirts.

HERMAN STRAUS & SONS CO.,
416 to 422 Market Street,
Louisville, Ky.

Newspapers Worth Counting

WILL BE OUT

TO-MORROW

The subscription price is \$1.00.

It will be sent by mail, carriage paid, on receipt of price. A free copy will be sent to every subscriber to PRINTERS' INK who sends in his subscription, or a renewal of his subscription, before November 15, 1906. ✻

Address PRINTERS' INK
PUBLISHING COMPANY,
10 Spruce Street, New York.